

# **EXHIBIT B**



# Company presentation

## Flow Drinks Ltd

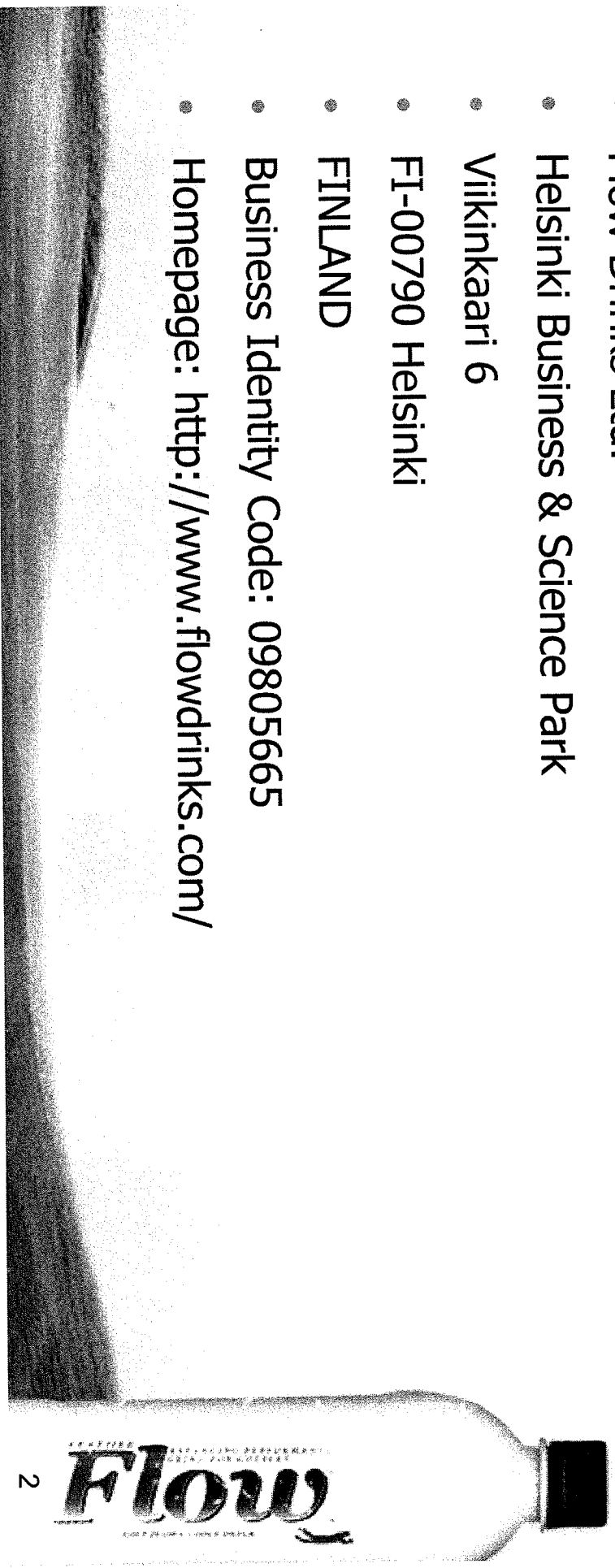
# 90% of Golf is mental



Endurance Concentration

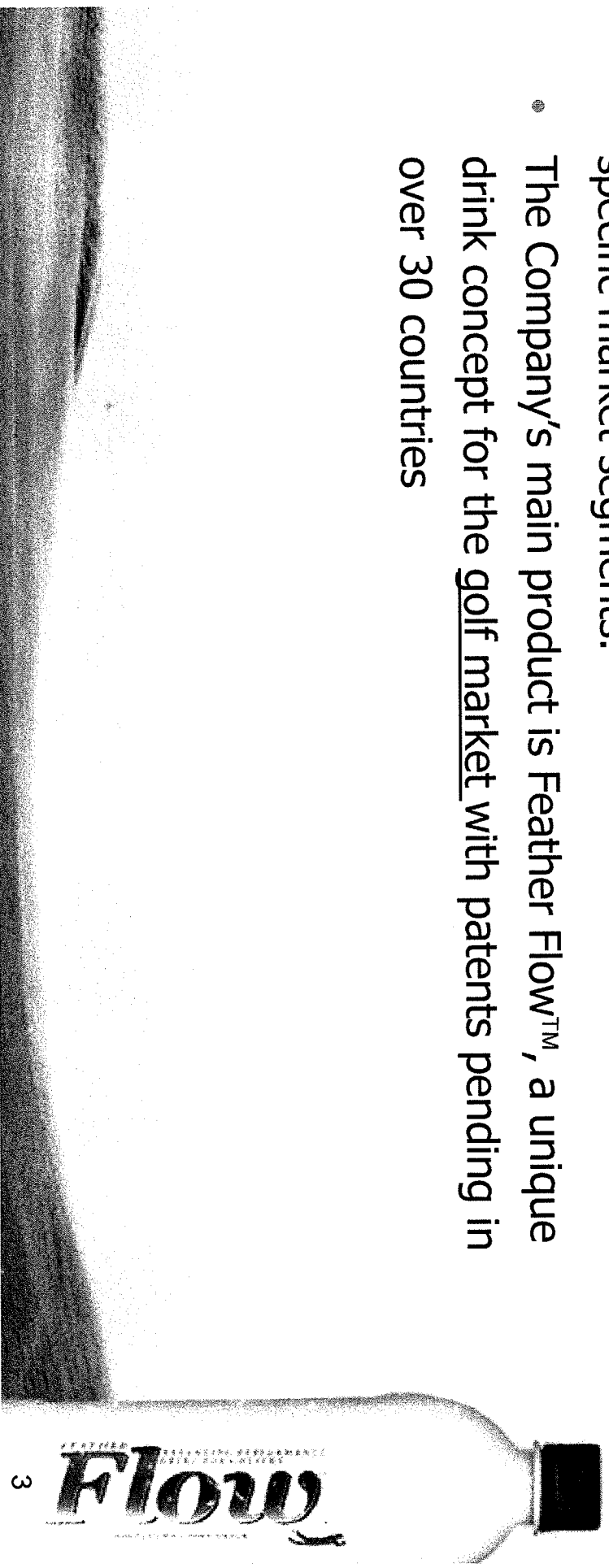
# Legal Identity

- Flow Drinks Ltd. is a limited liability company formed under Finnish law in 2006 . The official name and address of the Company are:
- Flow Drinks Ltd.
- Helsinki Business & Science Park
- Viikinkaari 6
- FI-00790 Helsinki
- FINLAND
- Business Identity Code: 09805665
- Homepage: <http://www.flowdrinks.com/>



## Business area

- Flow Drinks is a developer of nutrition and drink concepts for specific market segments.
- The Company's main product is Feather Flow™, a unique drink concept for the golf market with patents pending in over 30 countries

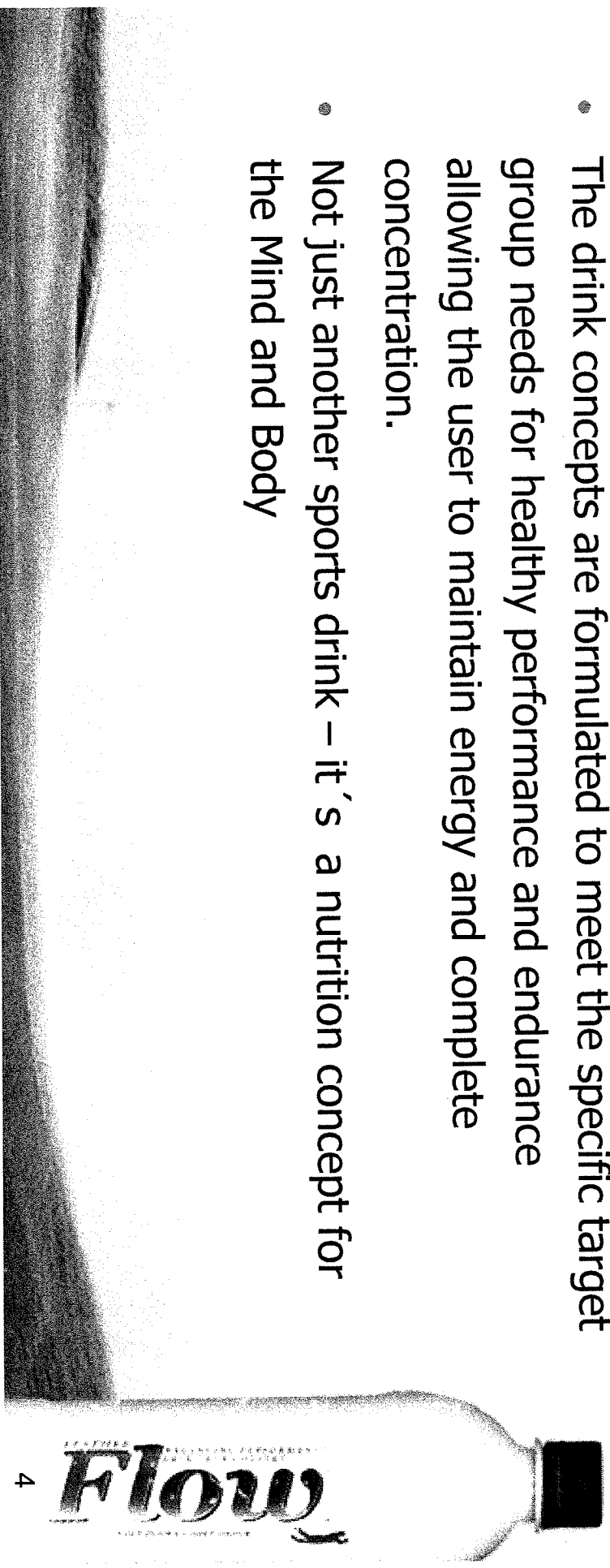






## **Flow™ – The Nutrition and Drink Concept**

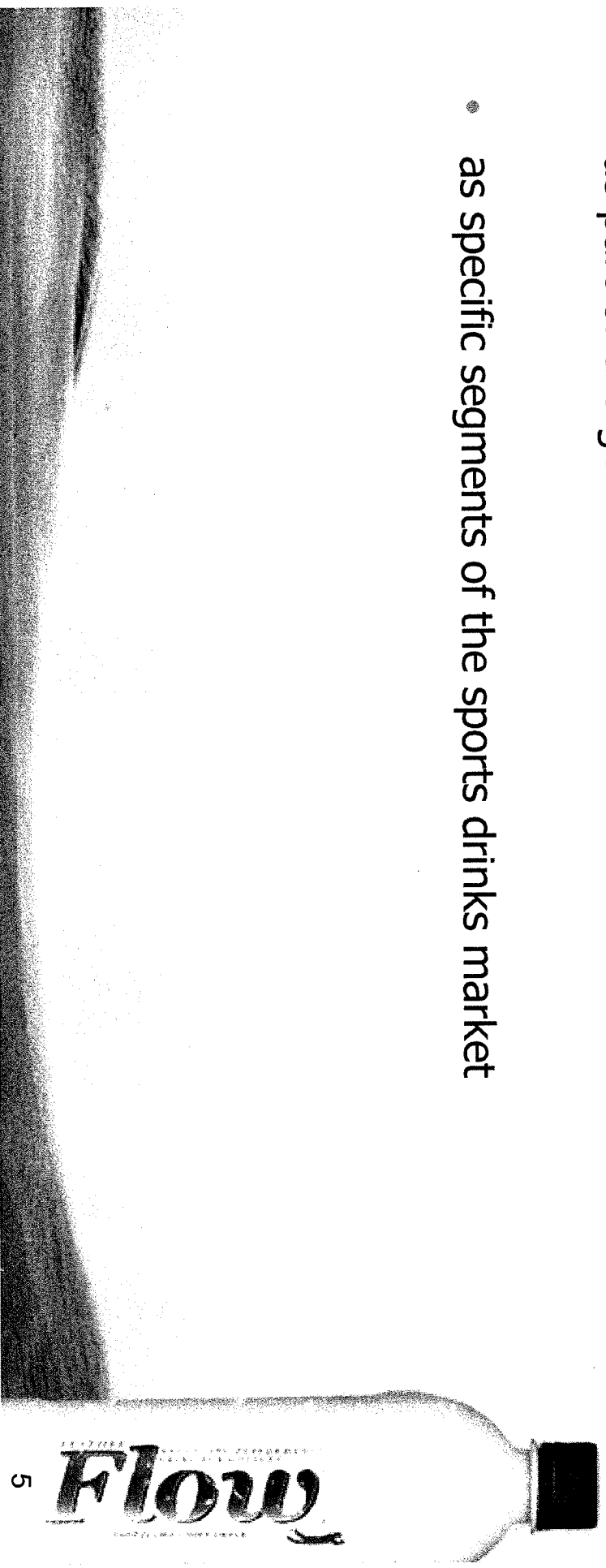
- FLOW™ is aiming to be a leading, science-based natural, nutritionally and physiologically correct premium nutrition and drink concept.
- The drink concepts are formulated to meet the specific target group needs for healthy performance and endurance allowing the user to maintain energy and complete concentration.
- Not just another sports drink – it's a nutrition concept for the Mind and Body



# Potential Market

Estimations of the market for Flow™ Drinks products can be viewed from two angles:

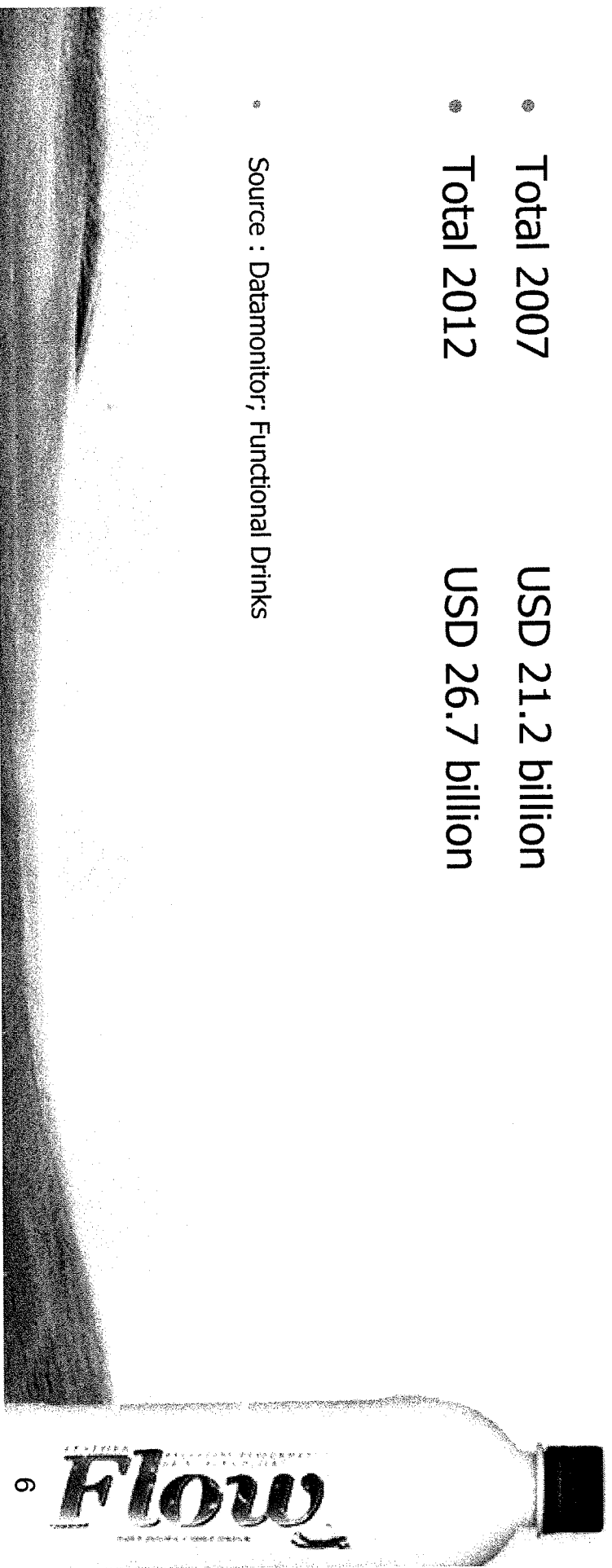
- as part of the general functional drink market
- as specific segments of the sports drinks market



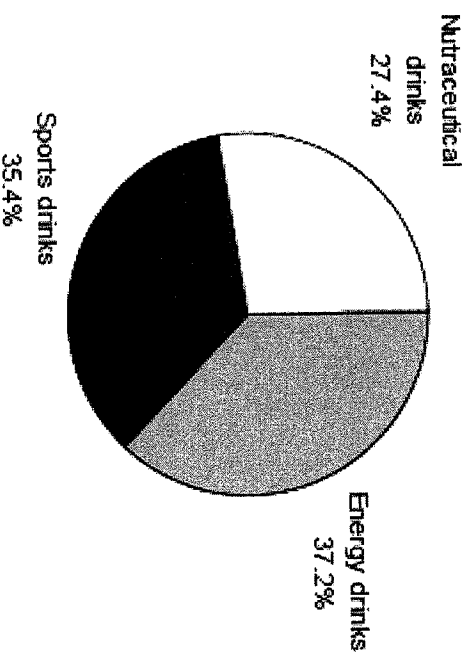
# Global Potential for Functional Drinks

- Asia-Pacific      USD 10.5 billion
- Europe      USD 6.7 billion
- United States      USD 3.3 billion
- Total 2007      USD 21.2 billion
- Total 2012      USD 26.7 billion

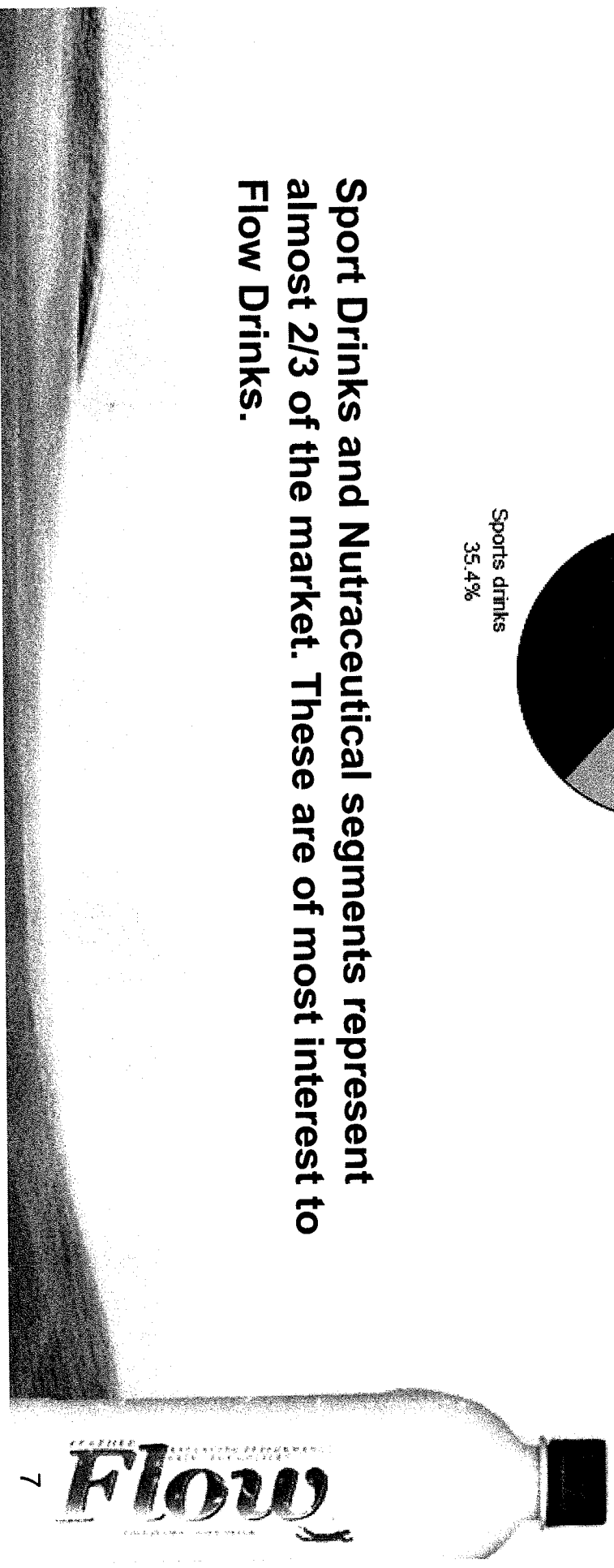
• Source : Datamonitor; Functional Drinks



# Subcategories of Functional Drinks



Sport Drinks and Nutritional segments represent almost 2/3 of the market. These are of most interest to Flow Drinks.





## Flow™ Drinks – Concept Position

### HEALTH DRINKS

**Flow™**

### SPORTS DRINKS

Powerade  
Gatorade  
Gainomax

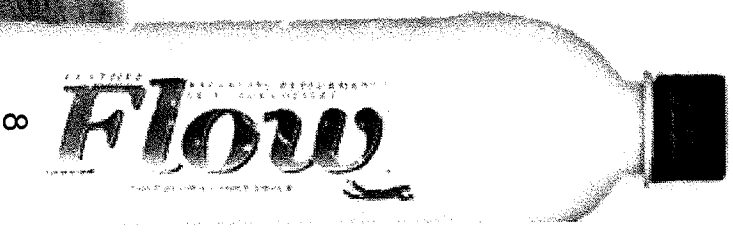
### ENERGY DRINKS

Battery  
Red Bull  
Red Devil

### SOFT DRINKS

Pepsi  
Coca Cola  
Seven Up

The Flow Drinks concept is strategically positioned between pure health drinks and sports drinks.





# Market Potential for Flow™ Drinks

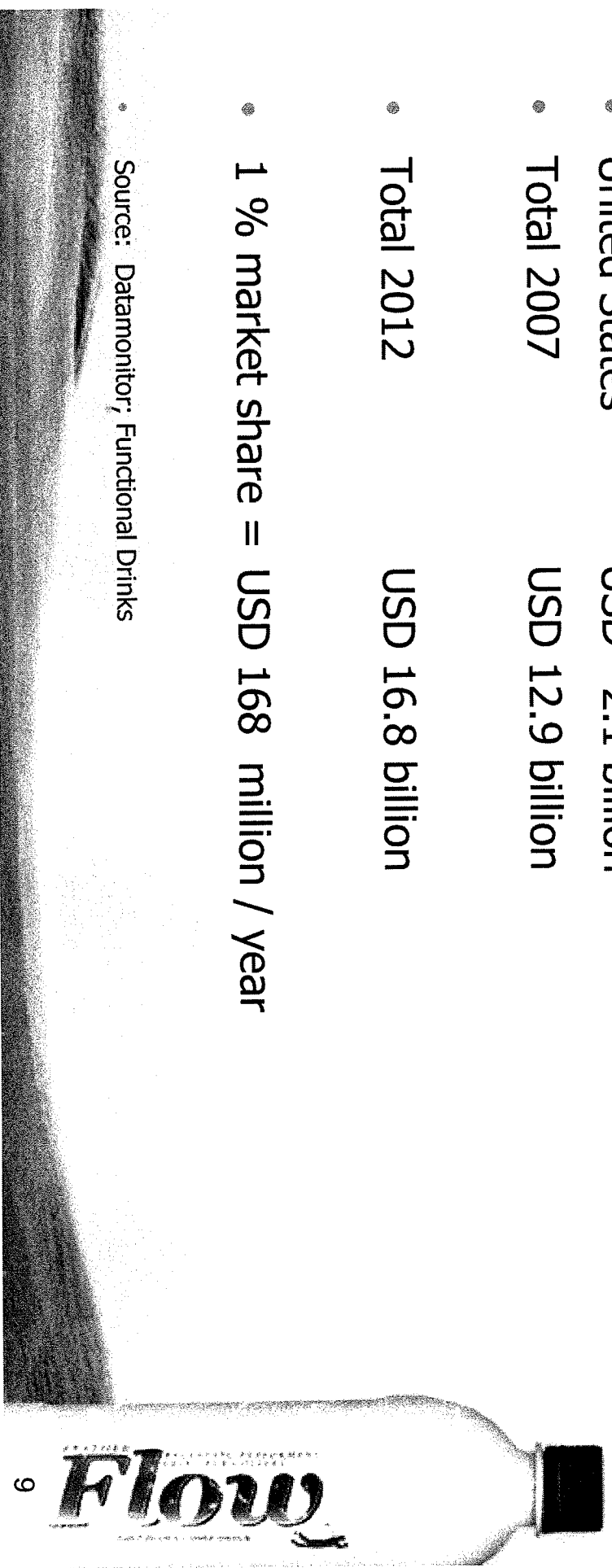
(Energy drinks and Soft drinks excluded)

## Year 2007

- Asia-Pacific      USD 6.6 billion
- Europe      USD 4.2 billion
- United States      USD 2.1 billion
- Total 2007      USD 12.9 billion
- Total 2012      USD 16.8 billion

- 1 % market share = USD 168 million / year

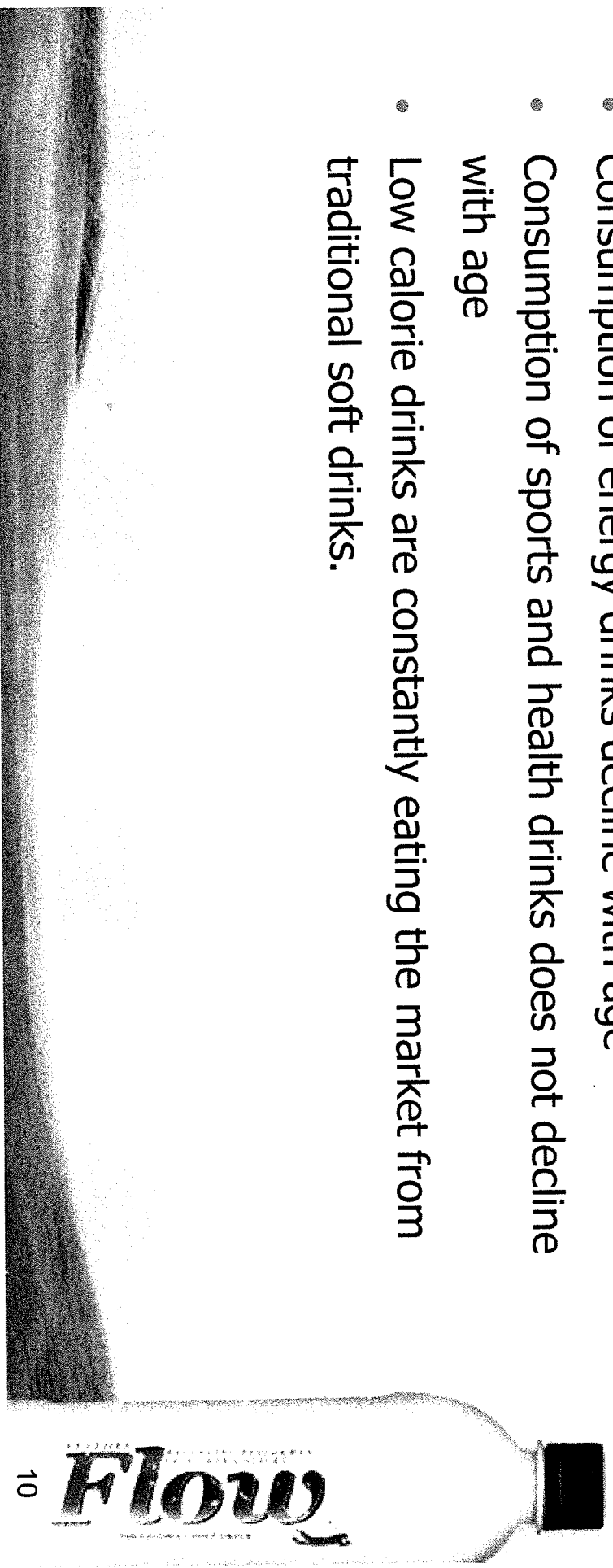
- Source: Datamonitor; Functional Drinks





# Trends

- Expected market increase 30 % by 2012
- Consumers are increasingly health orientated and interested in healthy products.
- Consumption of energy drinks decline with age
- Consumption of sports and health drinks does not decline with age
- Low calorie drinks are constantly eating the market from traditional soft drinks.

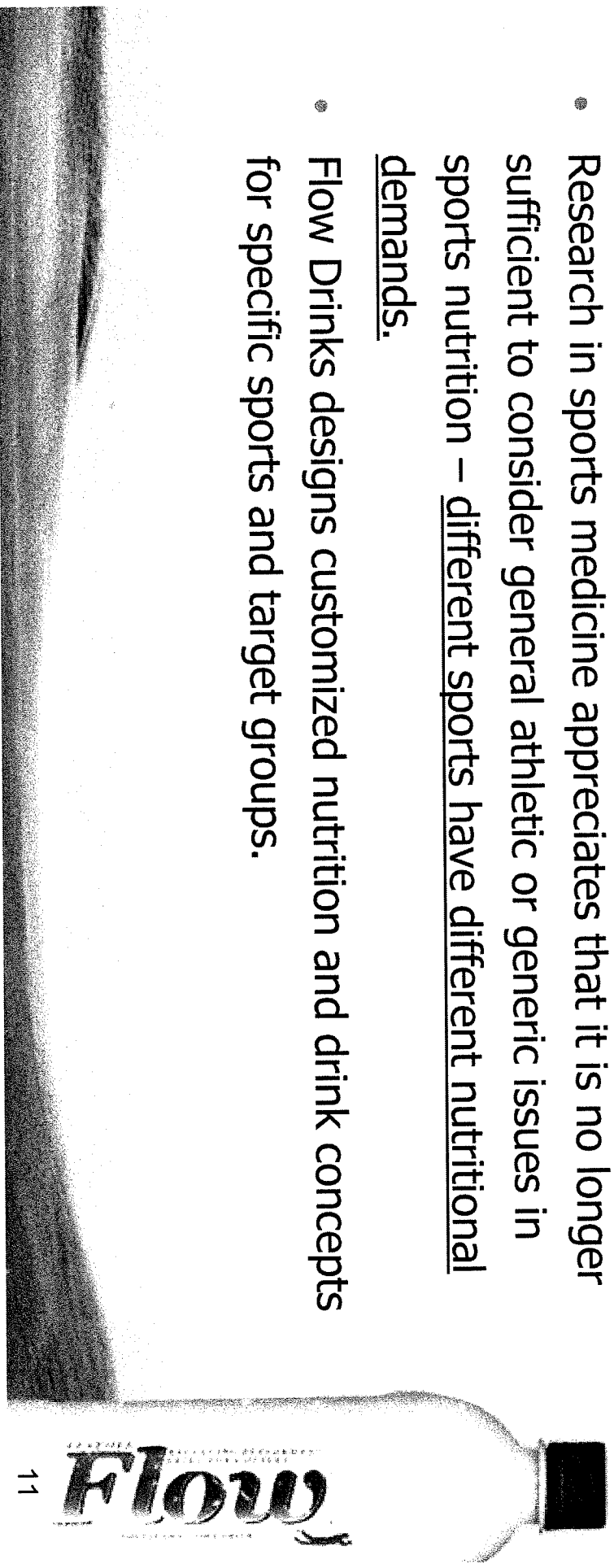


## Competition

- If the market segment is considered to be general sport drinks or energy drinks then competition is very intense

## However

- Research in sports medicine appreciates that it is no longer sufficient to consider general athletic or generic issues in sports nutrition – different sports have different nutritional demands.
- Flow Drinks designs customized nutrition and drink concepts for specific sports and target groups.



# Flow Drinks – Concept Cornerstones

## Health

Flow introduces new and innovative nutrition elements that vitalize the mind and body

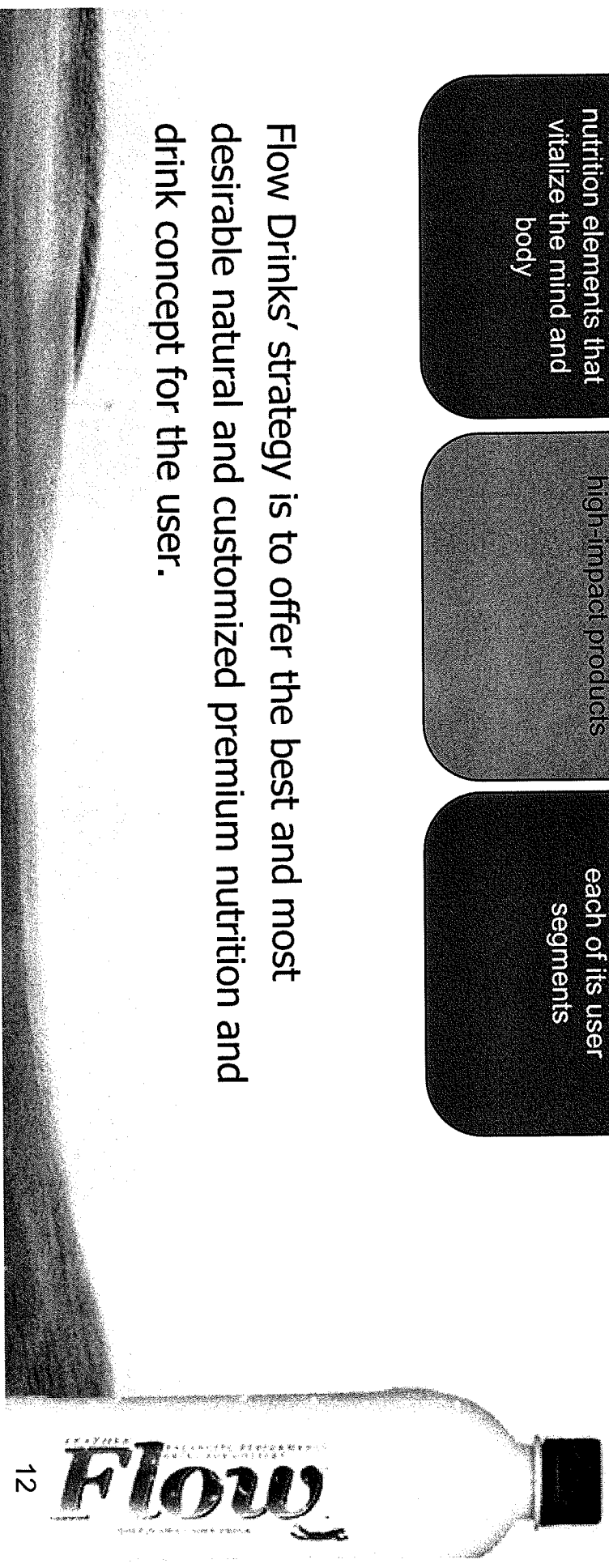
## User value

Flow offers only natural, high-quality, effective, high-impact products

## Targeted solutions

Flow products meet the exact needs of each of its user segments

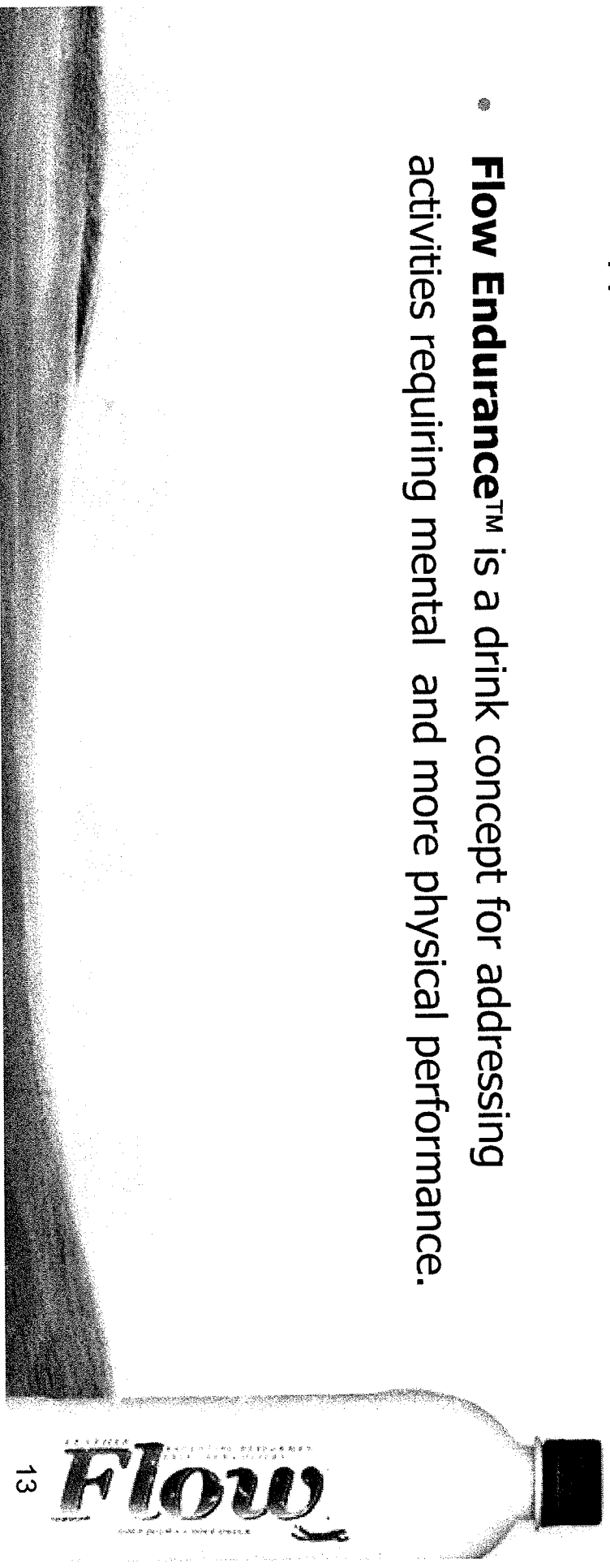
Flow Drinks' strategy is to offer the best and most desirable natural and customized premium nutrition and drink concept for the user.





## Existing Flow™ branded Products

- **Feather Flow™** enables golfers to maintain energy levels and maximum concentration throughout the round, improving and shortening recovery time and reducing stress and appetite.
- **Flow Endurance™** is a drink concept for addressing activities requiring mental and more physical performance.



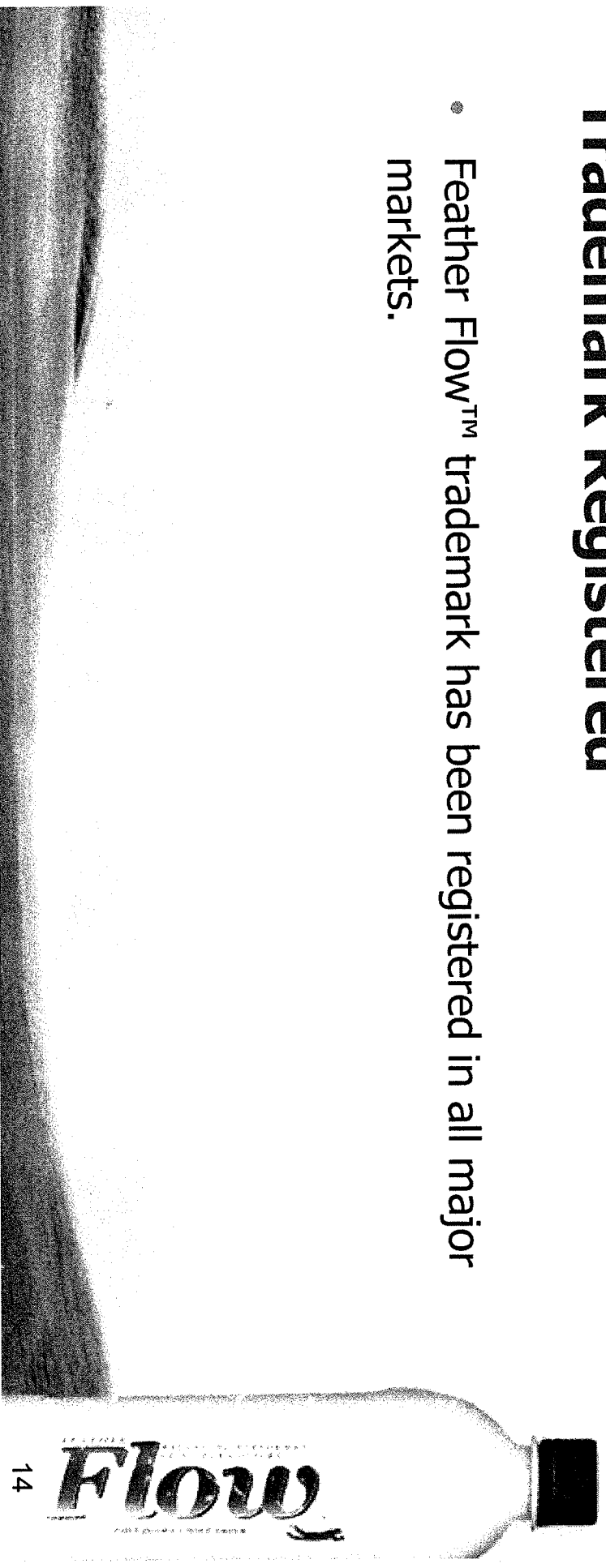


## Intellectual Property – Patents Pending

- A drink composition and a method for composing a drink  
China, USA, India, Europe EPO, Canada, Japan, Hong Kong  
(Flow Drinks Oy)

## Trademark Registered

- Feather Flow™ trademark has been registered in all major  
markets.





# Flow™ Concept Extensions

On-going R&D and expertise in medicine and nutrition permits new products and benefits development. New applications are ready for testing.

**Combat, bowling,  
skiing, football....**

**INDOOR SPORTS**  
(basketball, tennis, fitness...)

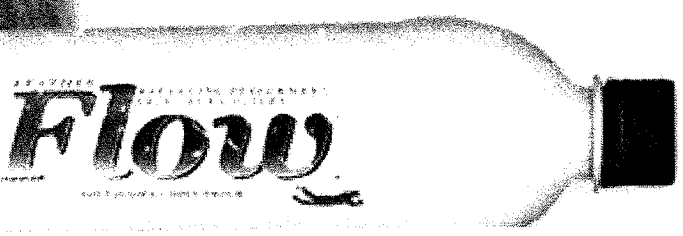
**OFFICE**

**Sports drink  
for diabetics**

**ENDURANCE**

**GOLF**

A healthy drink to meet specific needs of different user groups.

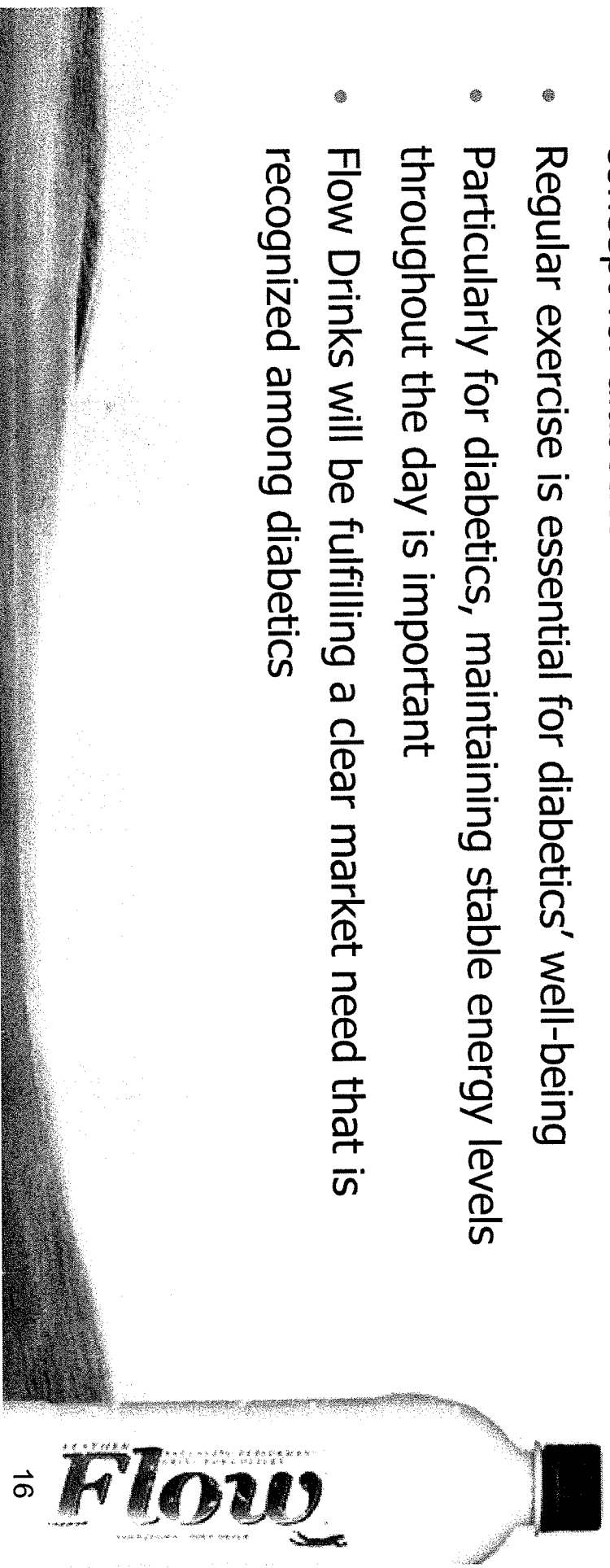




# Flow™ Concept Extensions

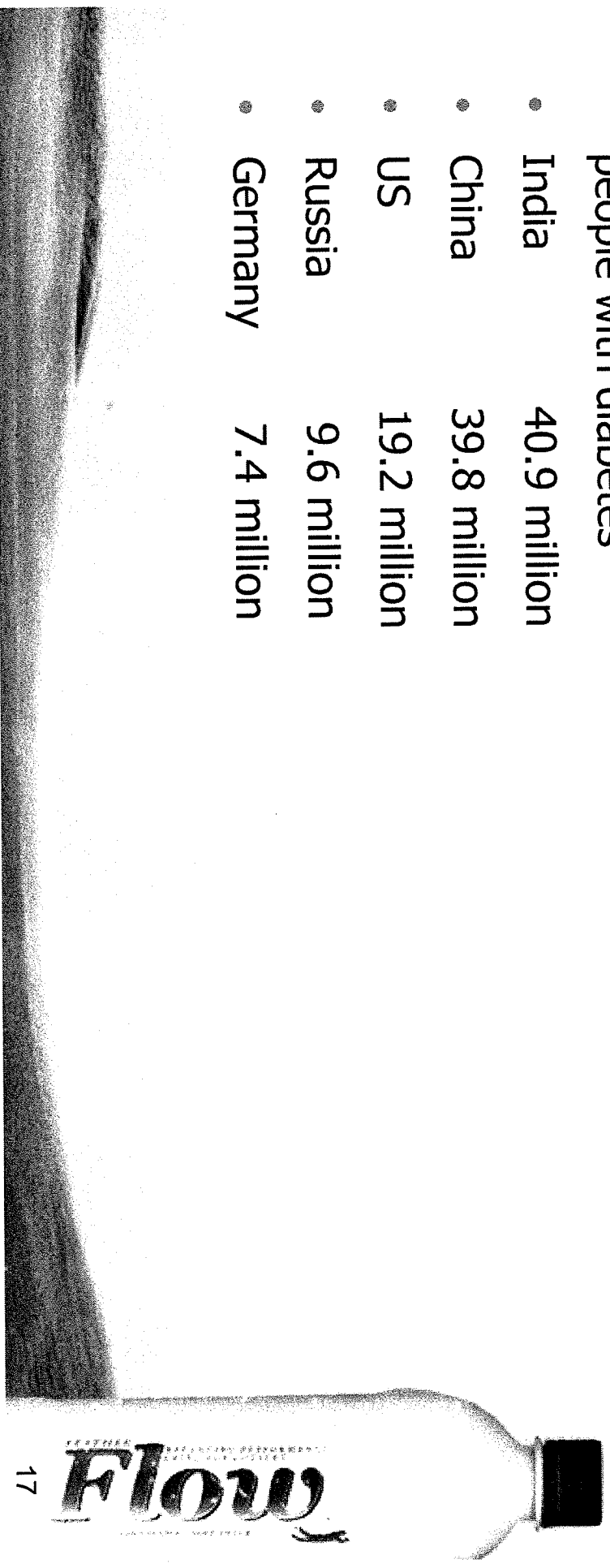
## Flow Diabetes

- Frequency of diabetes is growing fast
- There is a great demand for a nutrition and sports drink concept for diabetics
- Regular exercise is essential for diabetics' well-being
- Particularly for diabetics, maintaining stable energy levels throughout the day is important
- Flow Drinks will be fulfilling a clear market need that is recognized among diabetics



# Diabetes Is a Global Problem

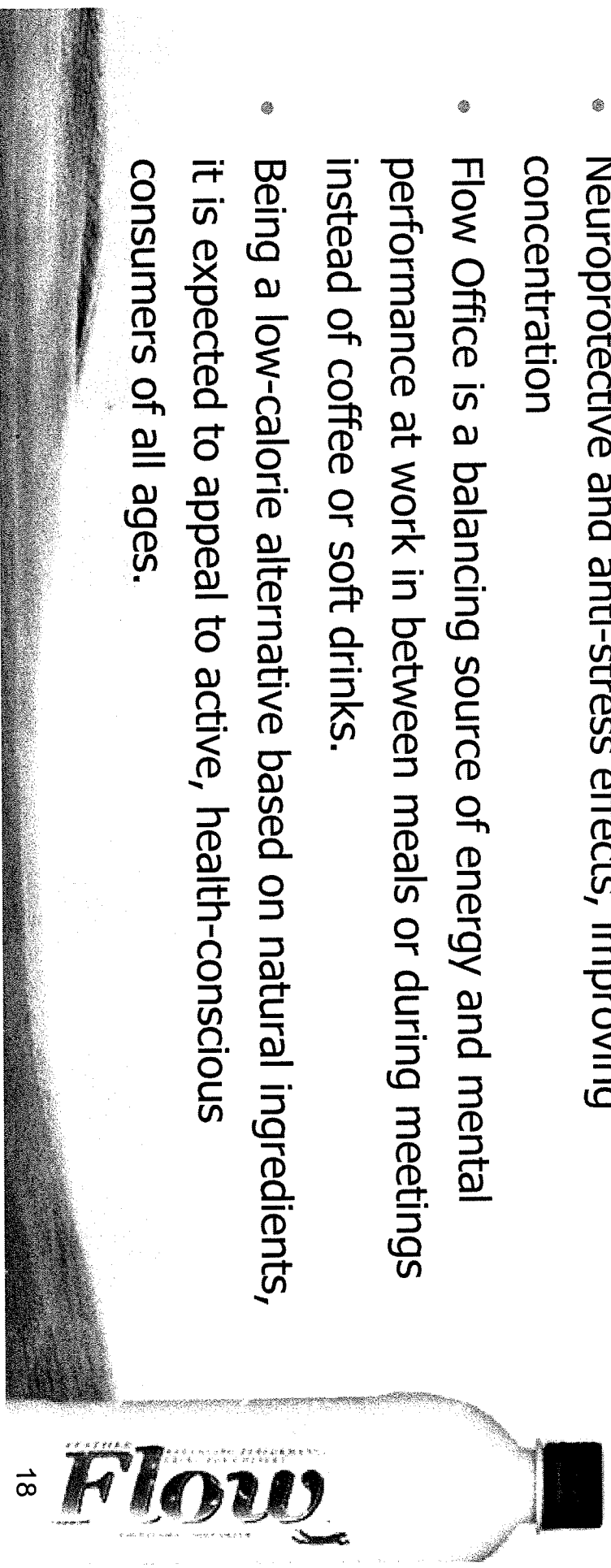
- Diabetes currently affects 246 million people worldwide
- Diabetes is expected to affect 380 million by 2025
- In 2007, the five countries with the largest numbers of people with diabetes
  - India 40.9 million
  - China 39.8 million
  - US 19.2 million
  - Russia 9.6 million
  - Germany 7.4 million



# Flow™ Concept Extensions

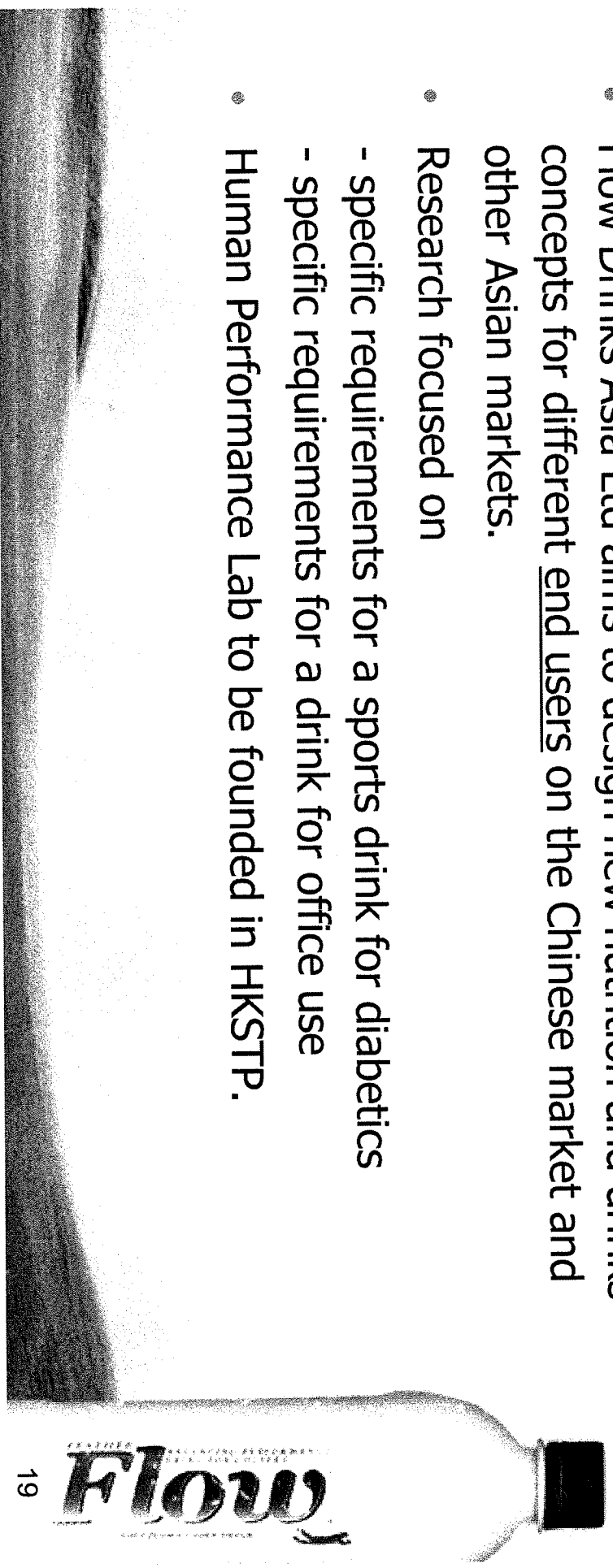
## Flow Office

- Coping with everyday life is a growing challenge.
- A drink developed for well-being of the Mind and Body
- Neuroprotective and anti-stress effects, improving concentration
- Flow Office is a balancing source of energy and mental performance at work in between meals or during meetings instead of coffee or soft drinks.
- Being a low-calorie alternative based on natural ingredients, it is expected to appeal to active, health-conscious consumers of all ages.



## Flow Drinks' Asia Limited – Operations

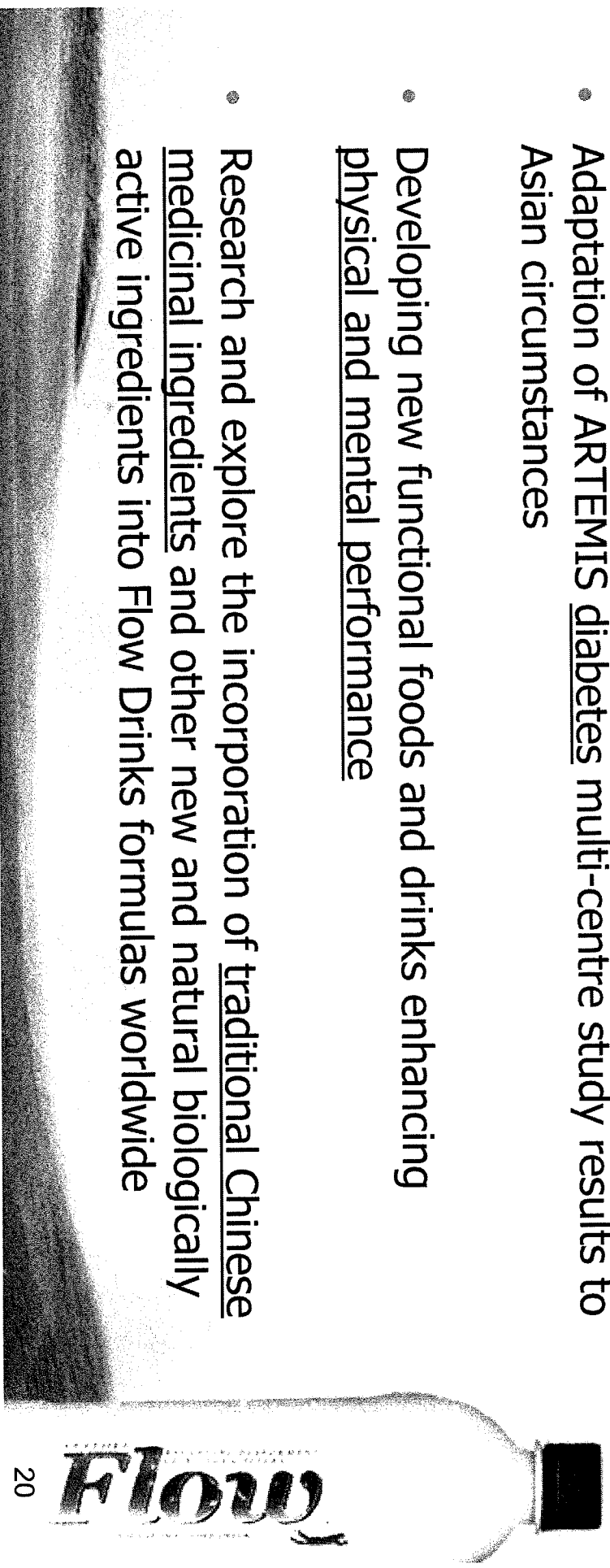
- Flow Drinks Asia Ltd was founded in September 2007 as a subsidiary of Flow Drinks Oy
- Headquarter of R&D and sales in APAC
- To be located in Hong Kong Science and Technology Park
- Flow Drinks Asia Ltd aims to design new nutrition and drinks concepts for different end users on the Chinese market and other Asian markets.
- Research focused on
  - specific requirements for a sports drink for diabetics
  - specific requirements for a drink for office use
- Human Performance Lab to be founded in HKSTP.



# Technology/Services Description in HKSTP

## Research & Development

- Adaptation of existing customized Flow™ drinks to Asian circumstances: taste, climate, nutrition, genetic background
- Adaptation of ARTEMIS diabetes multi-centre study results to Asian circumstances
- Developing new functional foods and drinks enhancing physical and mental performance
- Research and explore the incorporation of traditional Chinese medicinal ingredients and other new and natural biologically active ingredients into Flow Drinks formulas worldwide



# FLOW DRINKS – The Team

## **Pertti Lähteenmäki – CEO**

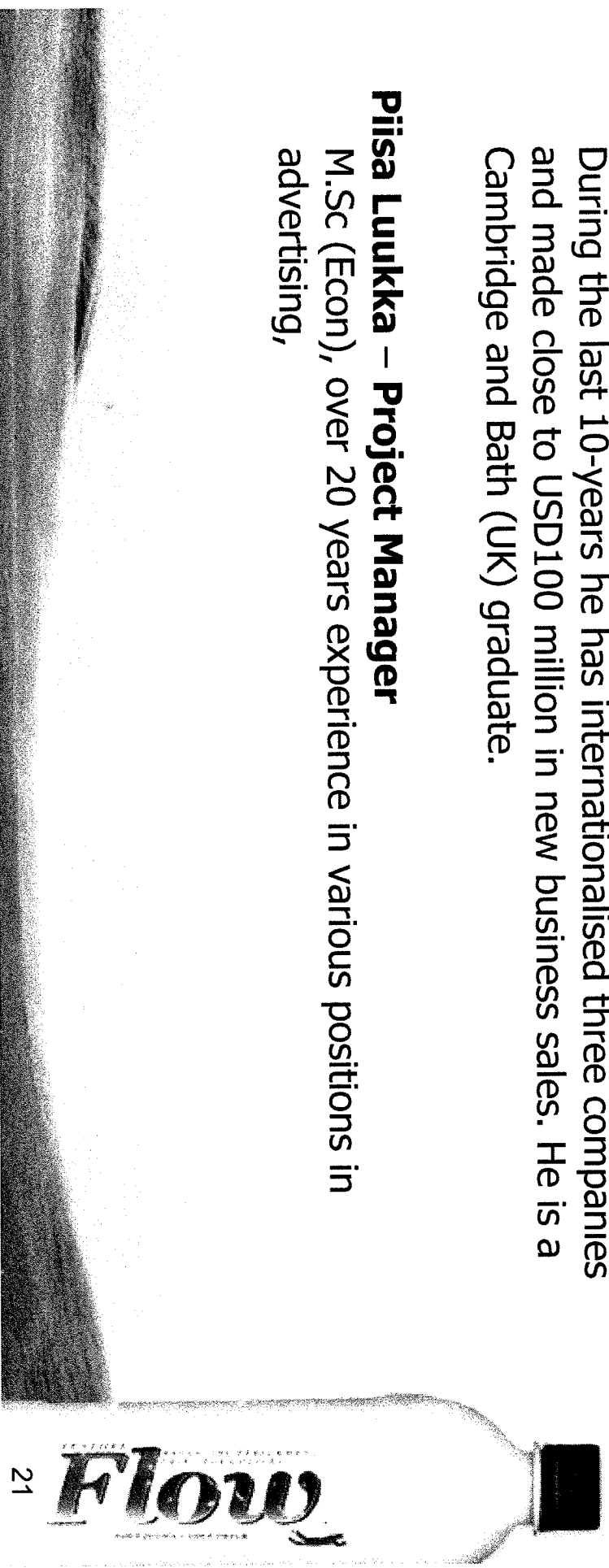
MD, Ph.D. Pertti Lähteenmäki has over 20 years of experience in nutritional science.

## **Marko Sjöblom – Board Member, Partner**

During the last 10-years he has internationalised three companies and made close to USD100 million in new business sales. He is a Cambridge and Bath (UK) graduate.

## **Piisa Luukka – Project Manager**

M.Sc (Econ), over 20 years experience in various positions in advertising,







## **Flow Drinks – The Team**

### **Veijo Heinonen – Management Consultant**

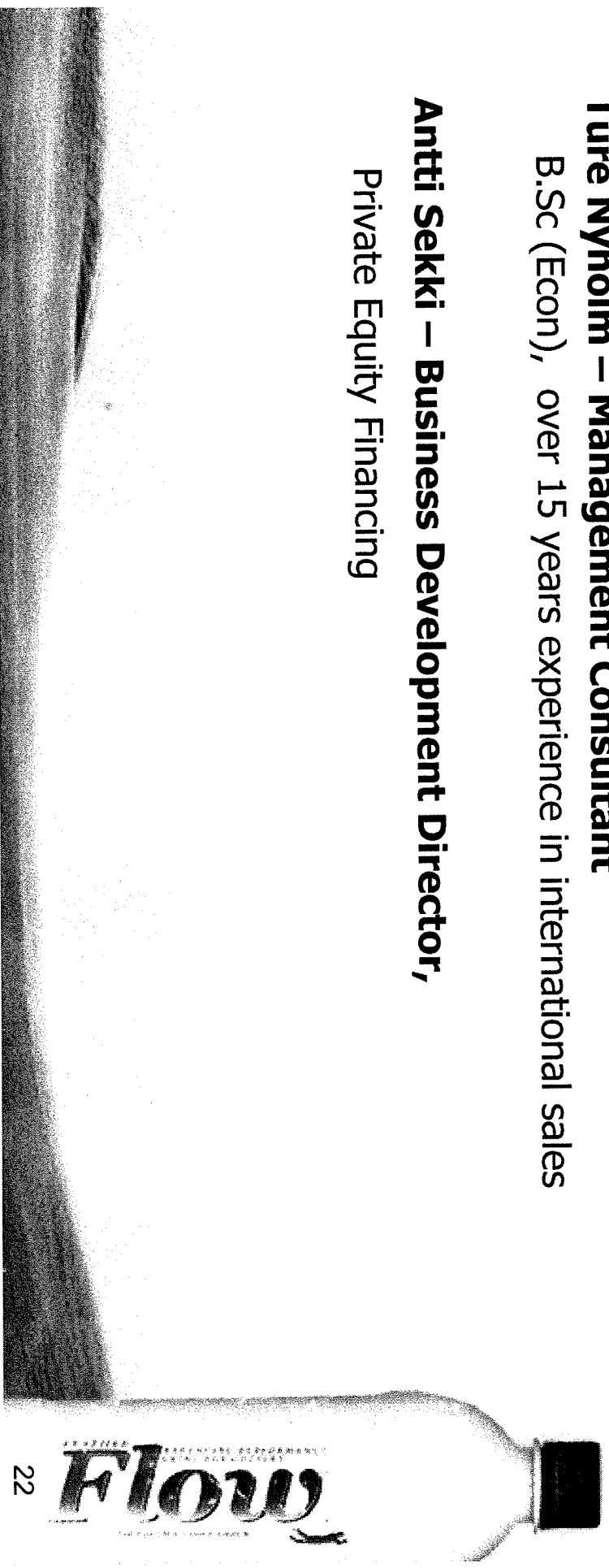
M.Sc (Econ), over 20 years experience with major Finnish consumer brands and retail chains.

### **Ture Nyholm – Management Consultant**

B.Sc (Econ), over 15 years experience in international sales

### **Antti Sekki – Business Development Director,**

Private Equity Financing



# Flow Institute Scientific Board

**Dr Pertti Lähteenmäki**, Chairman

**Professor Raimo Hiltunen**, University of Helsinki

**Professor Jukka H Meurman**, University of Helsinki

**Professor of Medicine Marja-Ritta Taskinen**, University of Helsinki

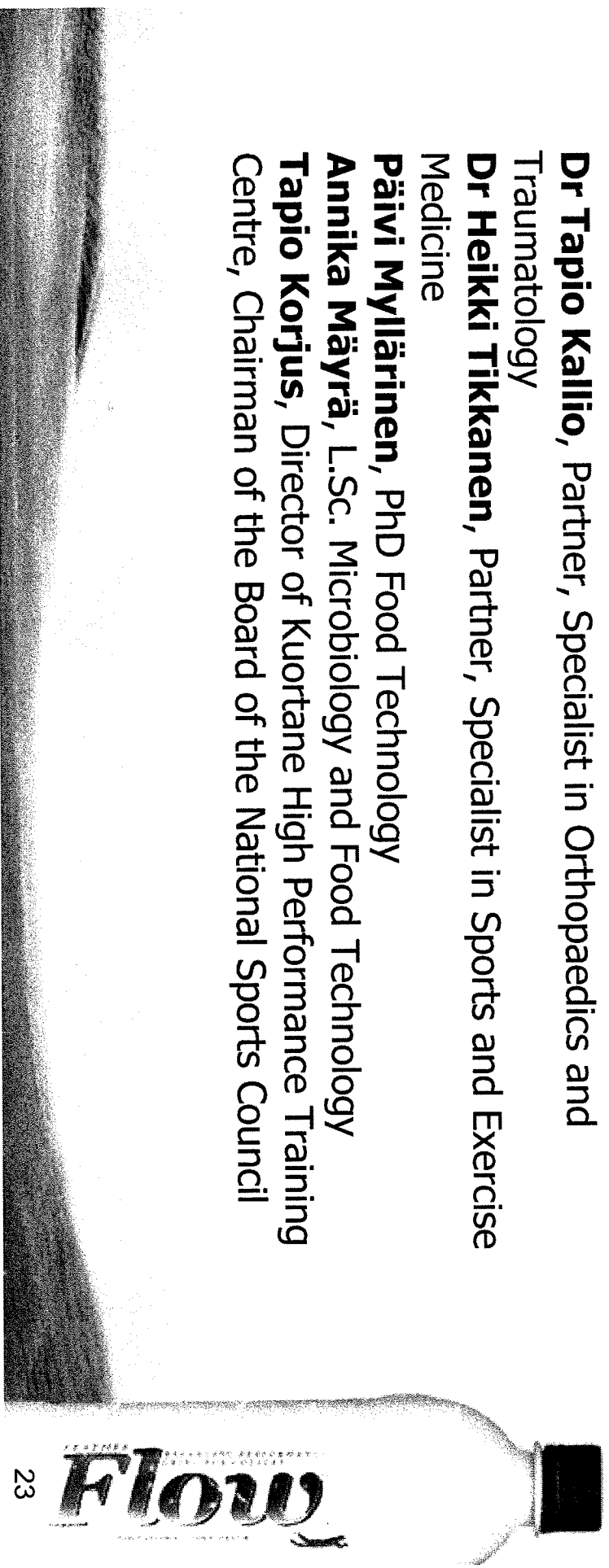
**Dr Tapio Kallio**, Partner, Specialist in Orthopaedics and Traumatology

**Dr Heikki Tikkanen**, Partner, Specialist in Sports and Exercise Medicine

**Päivi Myllärinen**, PhD Food Technology

**Annika Mäyrä**, L.Sc. Microbiology and Food Technology

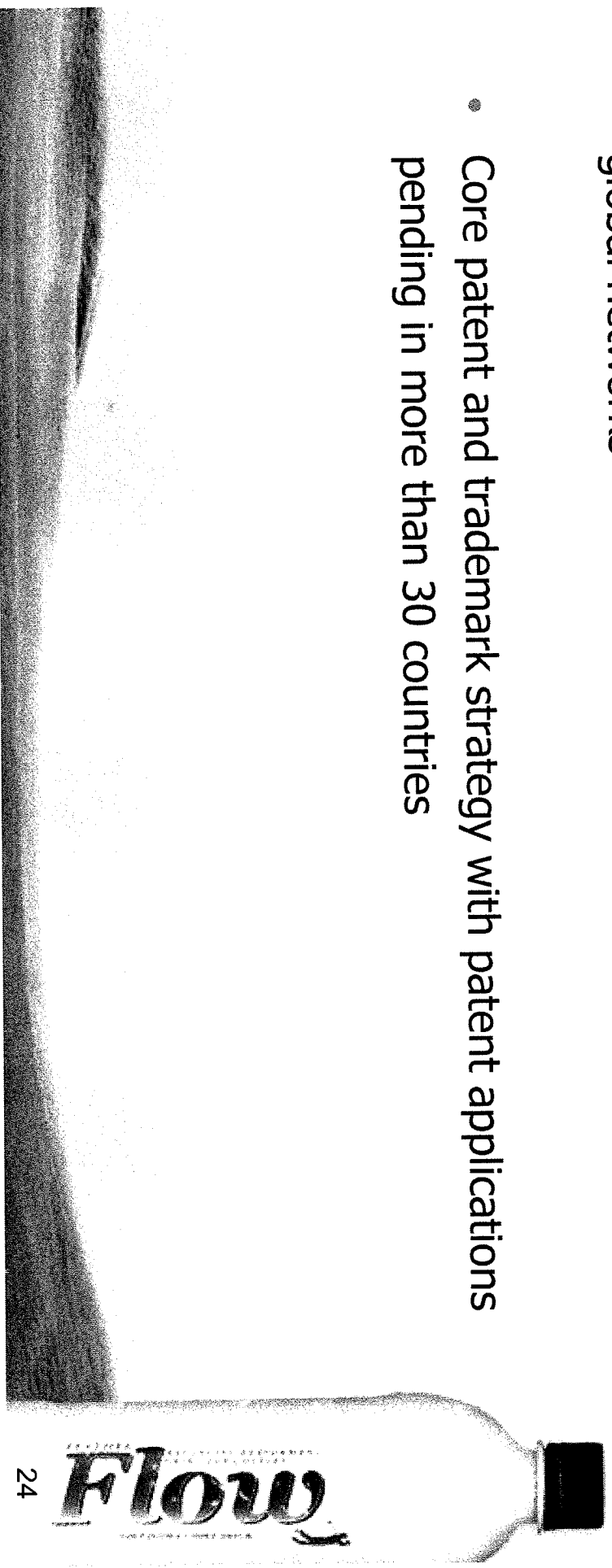
**Tapio Korjus**, Director of Kuortane High Performance Training Centre, Chairman of the Board of the National Sports Council





## Flow Drinks - Summary

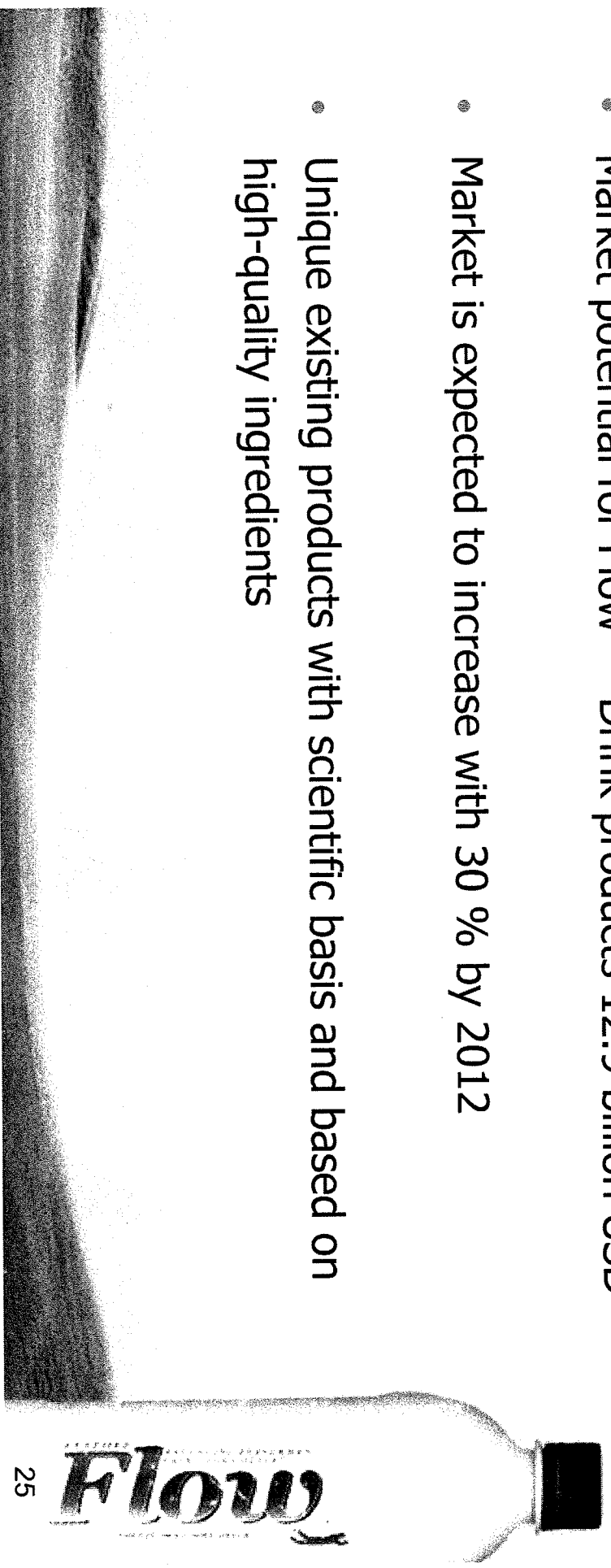
- Strong R&D resources in Finland, consisting of world renowned nutritional scientists, sport physicians and their global networks
- Core patent and trademark strategy with patent applications pending in more than 30 countries





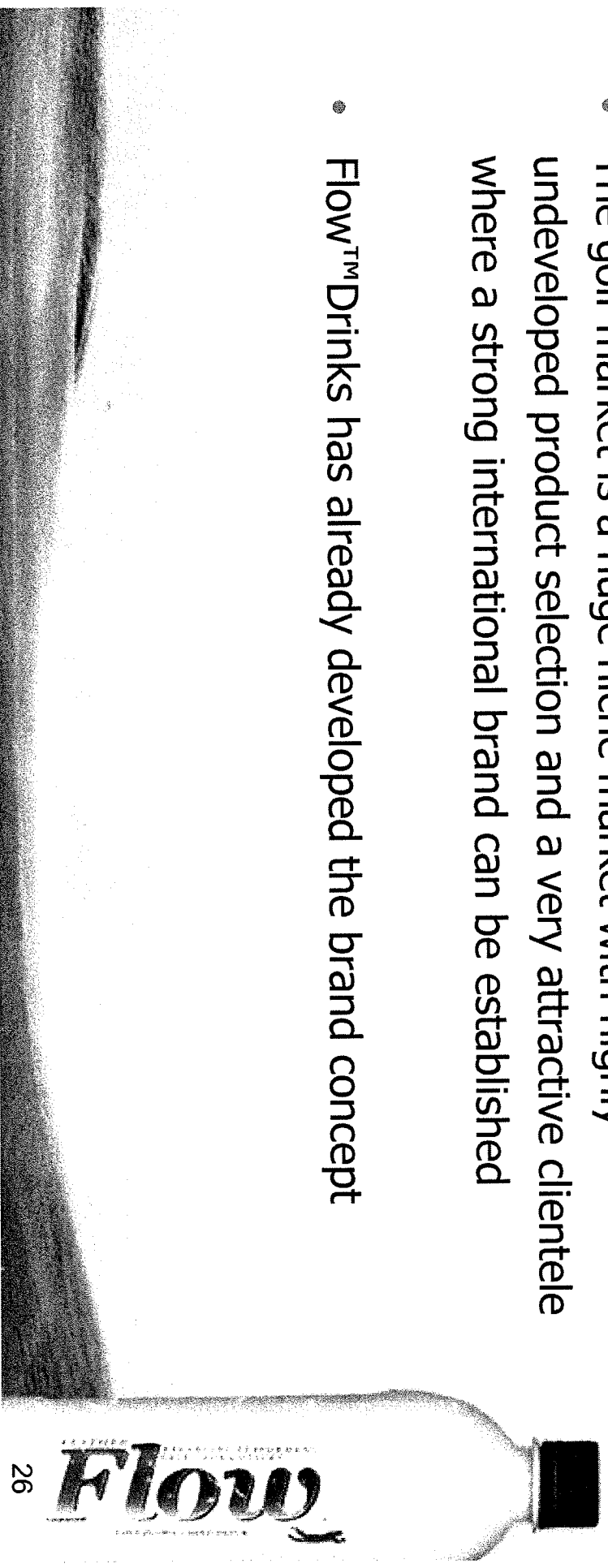
## Flow Drinks - Summary

- New promising drink and nutrition concepts such as drinks for diabetics and office use under development
- Market potential for Flow <sup>TM</sup> Drink products 12.9 billion USD
- Market is expected to increase with 30 % by 2012
- Unique existing products with scientific basis and based on high-quality ingredients



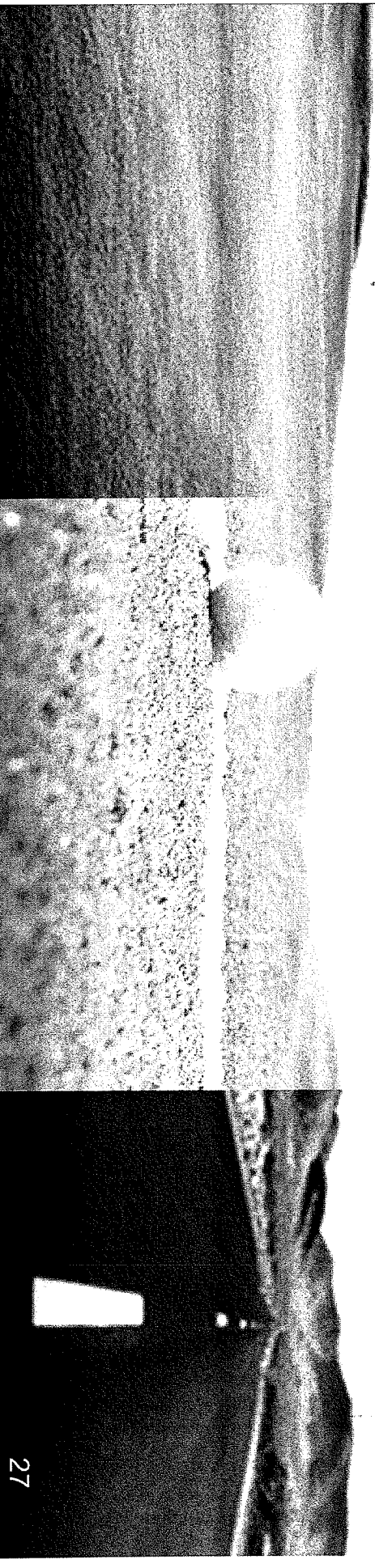
## On going business

- Flow™ Drinks has already the right product to succeed in the **golf segment** with recorded track of success
- The golf market is a huge niche market with highly undeveloped product selection and a very attractive clientele where a strong international brand can be established
- Flow™ Drinks has already developed the brand concept





## **Brandbook Flowdrinks**





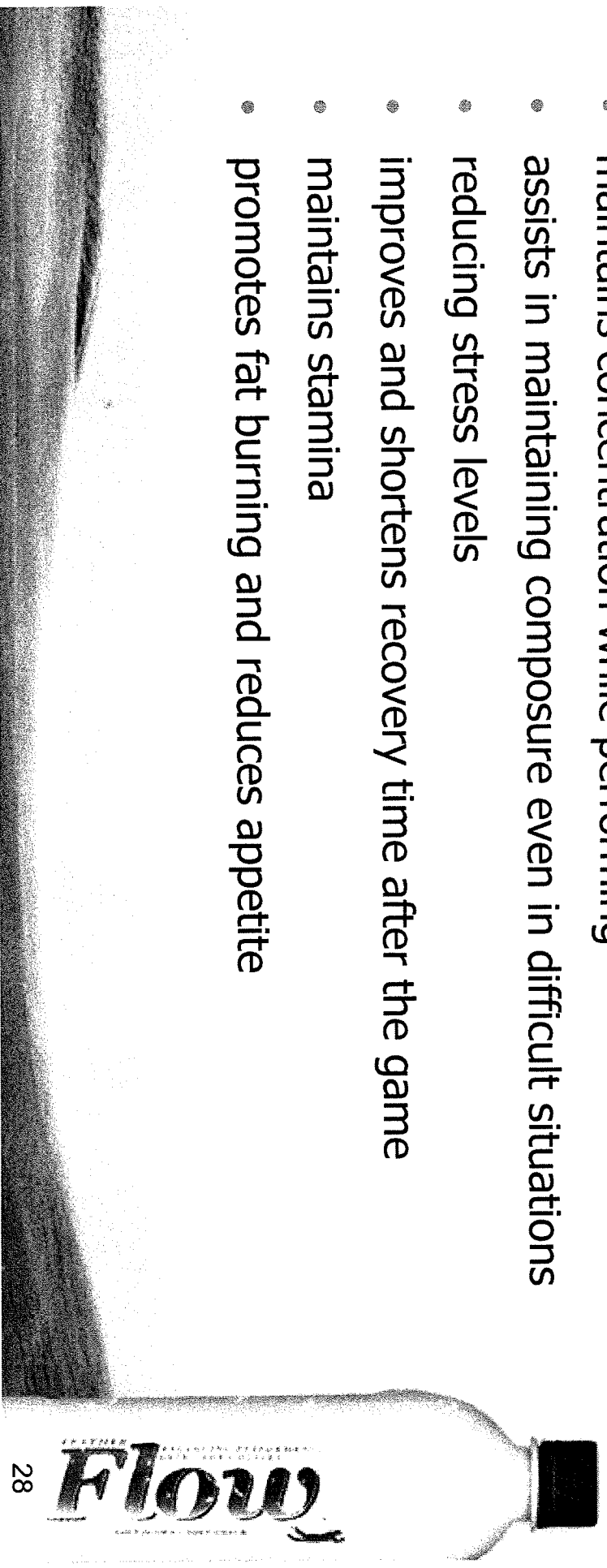


## Feather Flow™ Competitive edge

Most energy drinks creates a rapid and temporary spike in the energy level.

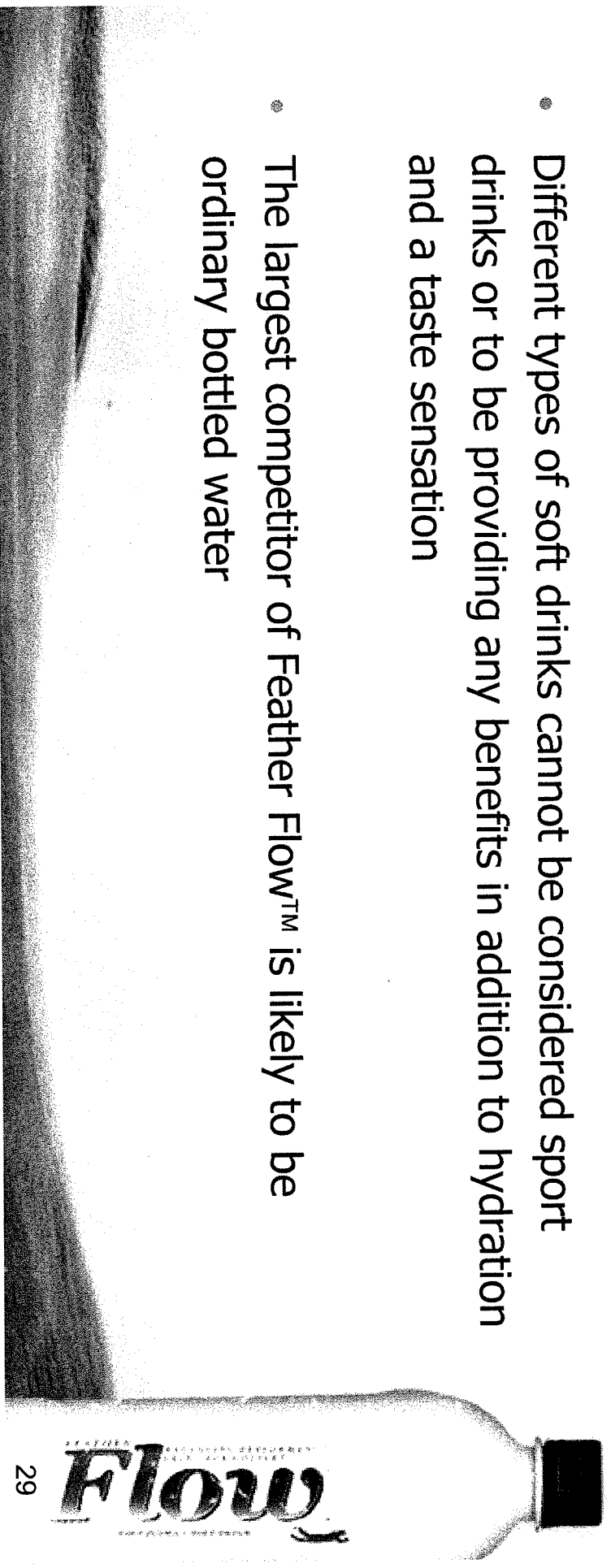
Feather Flow™ :

- maintains a balanced energy level throughout the game
- maintains concentration while performing
- assists in maintaining composure even in difficult situations
- reducing stress levels
- improves and shortens recovery time after the game
- maintains stamina
- promotes fat burning and reduces appetite



# Competition

- No major sports drink players with products designed for the golf market. Gatorade Tiger's only marketed benefit is that it prevents dehydration
- Different types of soft drinks cannot be considered sport drinks or to be providing any benefits in addition to hydration and a taste sensation
- The largest competitor of Feather Flow™ is likely to be ordinary bottled water



## FLOW DRINKS – current status

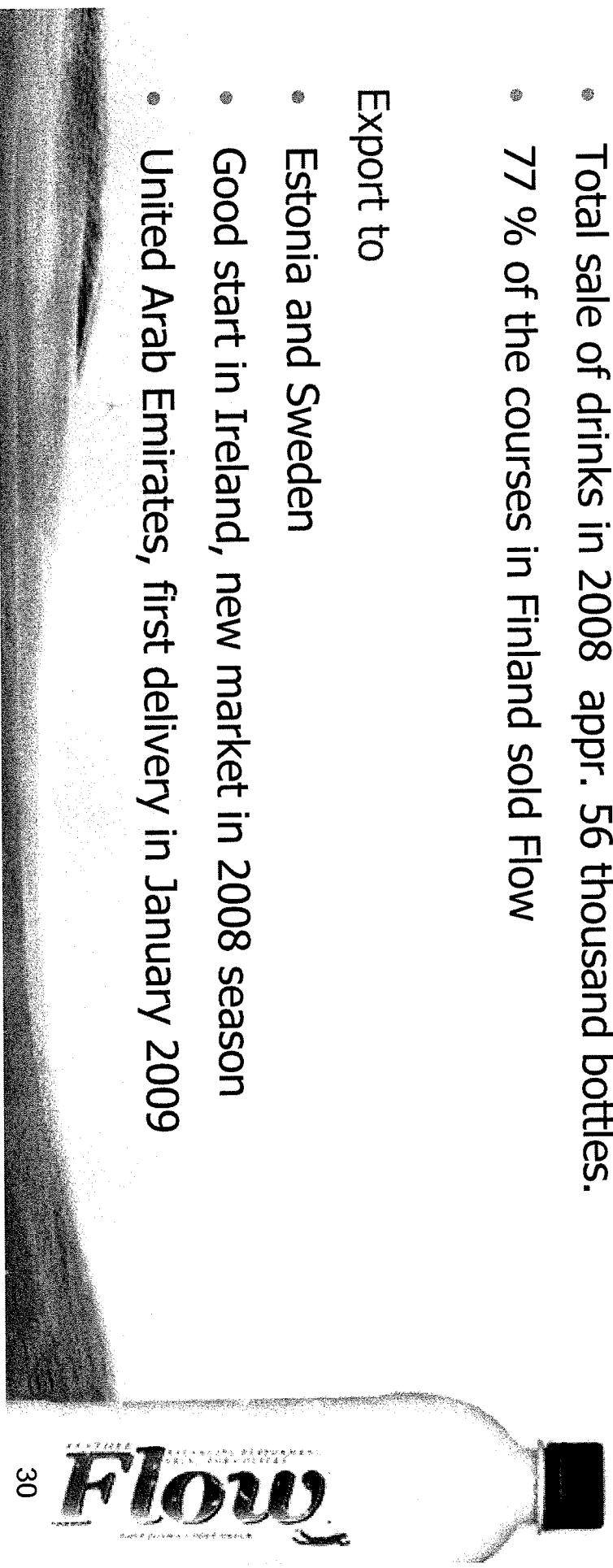
FeatherFlow™ has been on the market in Finland since 2006

Despite that the golf season in Finland is only 4 months long:

- Turnover in 2008 150 thousand €
- Total sale of drinks in 2008 appr. 56 thousand bottles.
- 77 % of the courses in Finland sold Flow

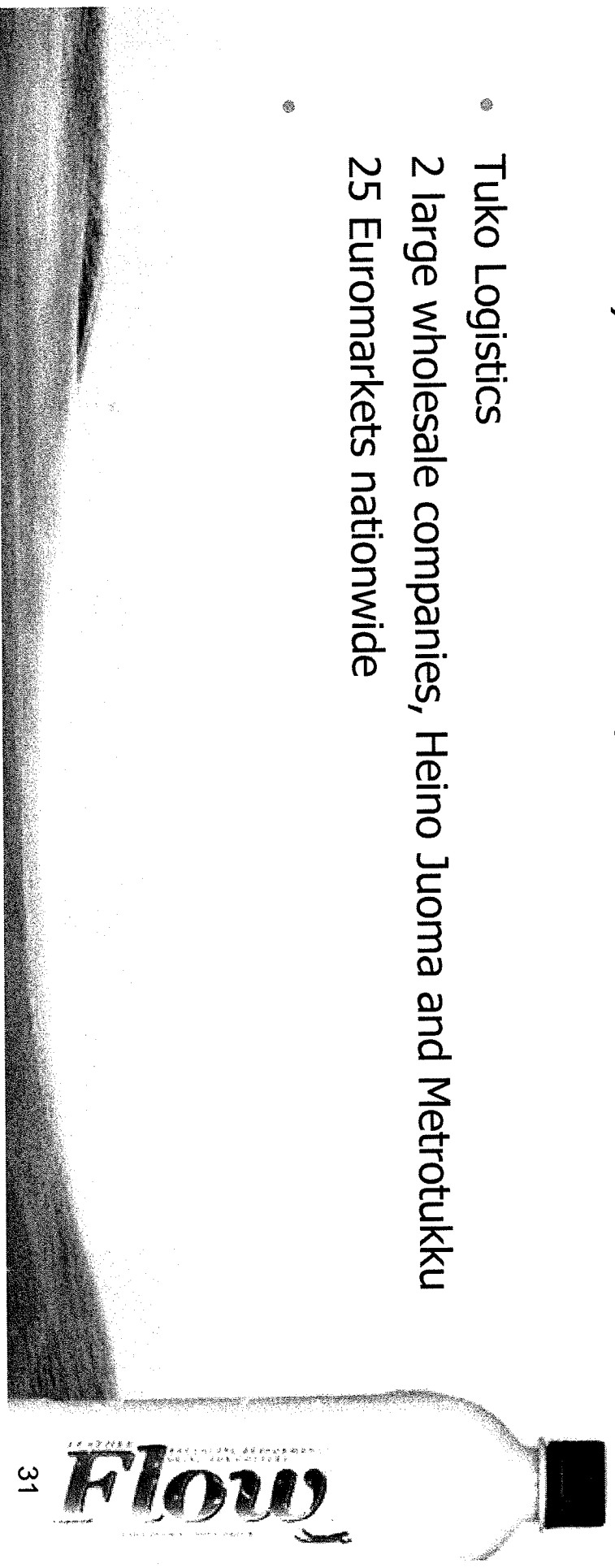
Export to

- Estonia and Sweden
- Good start in Ireland, new market in 2008 season
- United Arab Emirates, first delivery in January 2009



## New domestic distribution contracts:

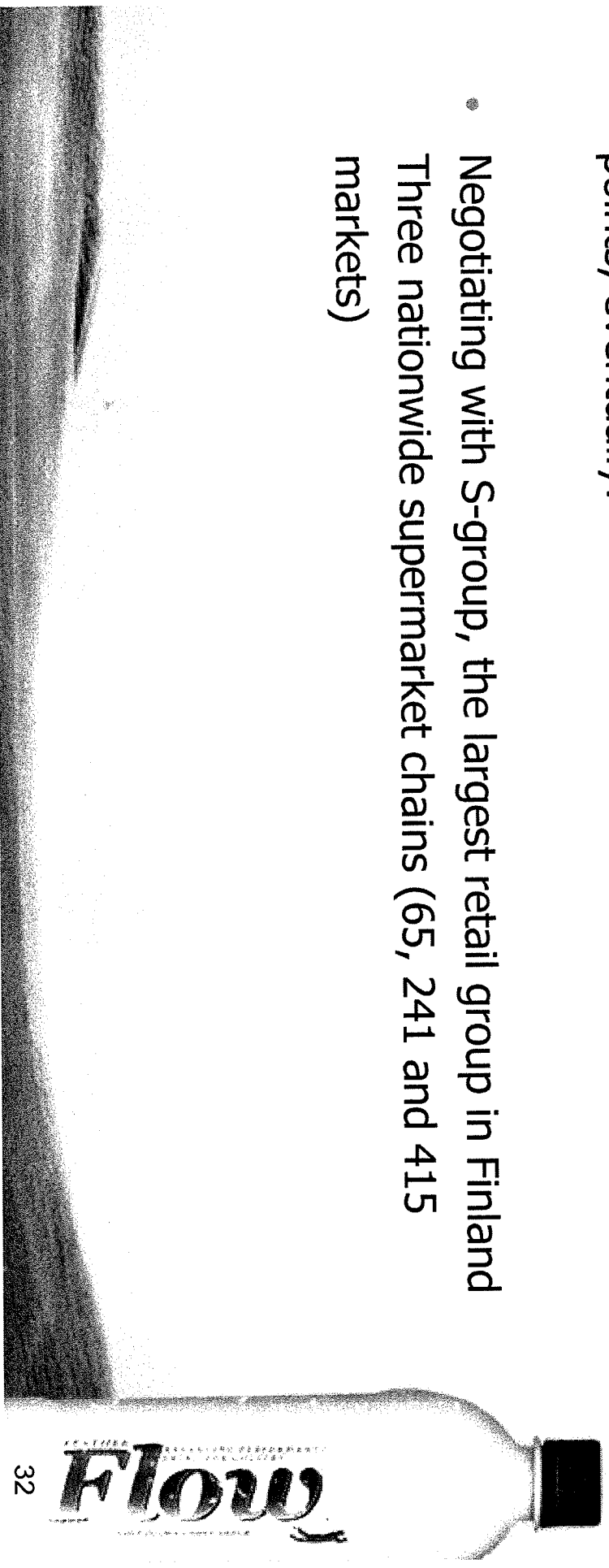
- Kespro  
80 K-markets in the most heavily populated area on Finland  
Negotiating with a nationwide K-supermarket chain (165 markets) and nationwide K-citymarket chain (64 markets)
- Tuko Logistics  
2 large wholesale companies, Heino Juoma and Metrotukku  
25 Euromarkets nationwide
- 





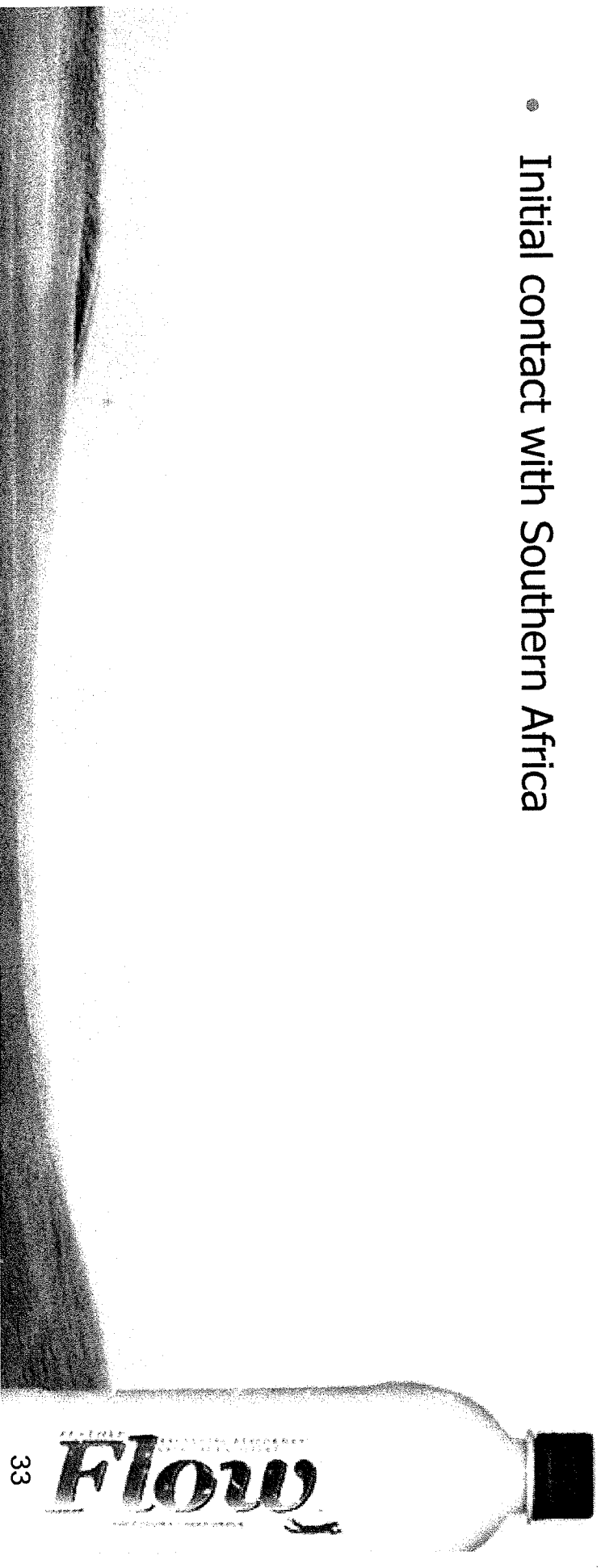
## New domestic distribution contracts:

- Impuls+ agreement, target on 500 new retail points this year. Potential through this distributor up to 10,000 retail points, eventually.
- Negotiating with S-group, the largest retail group in Finland  
Three nationwide supermarket chains (65, 241 and 415 markets)



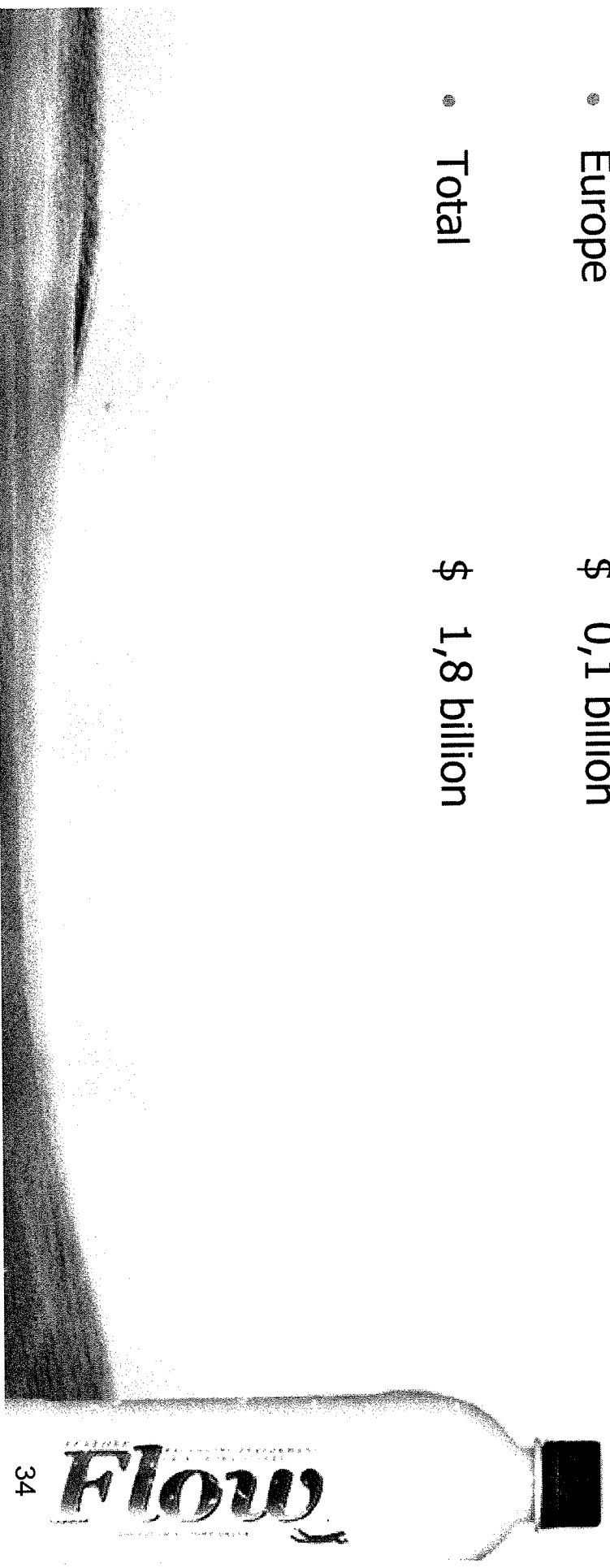
## New export contacts

- Negotiating contract in Central Europe: Benelux, Germany, France
- Initial contact with Southern Africa



# The Global potential market for Golf Drinks

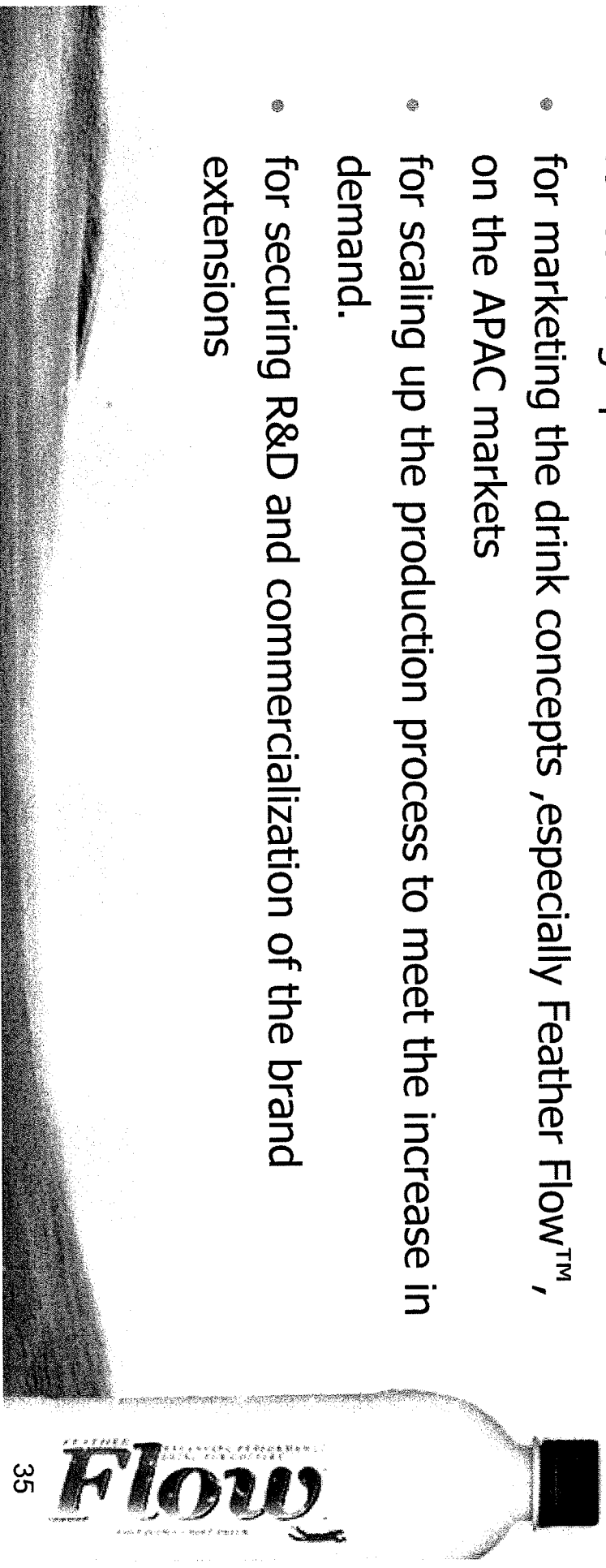
- United States \$ 0,9 billion
- Asea-Pacific \$ 0,8 billion
- Europe \$ 0,1 billion
- Total \$ 1,8 billion



## Investment opportunity

**Flow Drinks Asia is looking for VC:s and/or private investors in order to finance it's growth. The funds are needed**

- for building up the distribution network in APAC
- for marketing the drink concepts ,especially Feather Flow™, on the APAC markets
- for scaling up the production process to meet the increase in demand.
- for securing R&D and commercialization of the brand extensions







## PROFESSIONAL COMMENTS

# 90% of Golf is mental



Endurance    Concentration

# Endorsement, Finnish Golf Union



## TO WHOM IT MAY CONCERN

This is to certify that the cooperation between Finnish Golf Union (FGU) and Flow Drinks Ltd goes back several years.

Flow Drinks Ltd sponsors Finnish National Teams (men, women, boys, girls) by providing the players with Feather FLOW™ Balancing Performance Drink for Golfers, thus getting immediate feed back from the users for further development of the product.

FLOW™ is the official golf drink of the association

Over 20 years of experience in nutritional science has made Dr. Pertti Lahteenranta, the developer of Feather FLOW™ and founder of Flow Drinks Ltd, an internationally known and respected nutritional scientist.

We sincerely believe in and appreciate the long-term R&D and dedication that has gone into the development of this unique drink, tailored for the needs of golfers. The feedback received from golfers is positive and encourages us to continue our cooperation with Flow Drinks Ltd.

Yours sincerely,

Finnish Golf Union

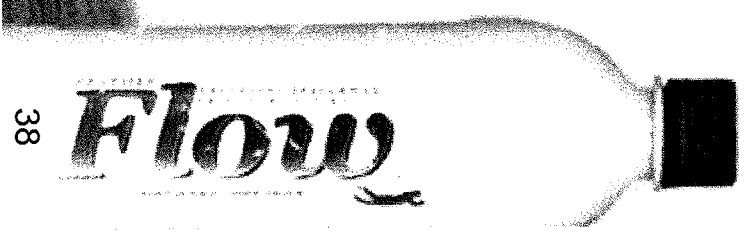
*M. Risto Korpela*  
Mr. Risto Korpela  
General secretary

**Flow**



## **Timo Rauhala, PGA Coach, Coach for Finnish Tournament Players**

- "Golf is a game where a balanced state of mind is crucial. The more experienced the golfer, the more important this is. Golfers look for solutions to find balanced circumstances while playing and training. Being aware of these facts, knowing yourself and wanting to succeed in the game, you will find that Flow helps you in a very important sector. Golfers who understand the meaning of moods and mental condition in golf and want to succeed will benefit from Flow."

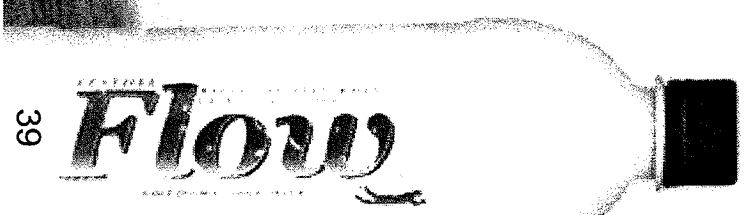


# PROFESSIONAL COMMENTS



One of the most important things to keep in mind while playing golf is to stay properly hydrated. You can feel the difference when drinking Flow. It must be the best sports drink on the market!

**Johan Elliot**  
Sports Manager, CEO  
SWEDEN



## PROFESSIONAL OPINIONS

- ♦ **Tapio Kallio:**

"As a sports physician and golfer I have high requirements for my sports drink:

- good hydration, neutral taste, low acidity
- balanced energy, no abrupt changes in energy levels
- replacement of salts
- quick recovery, no muscle cramps

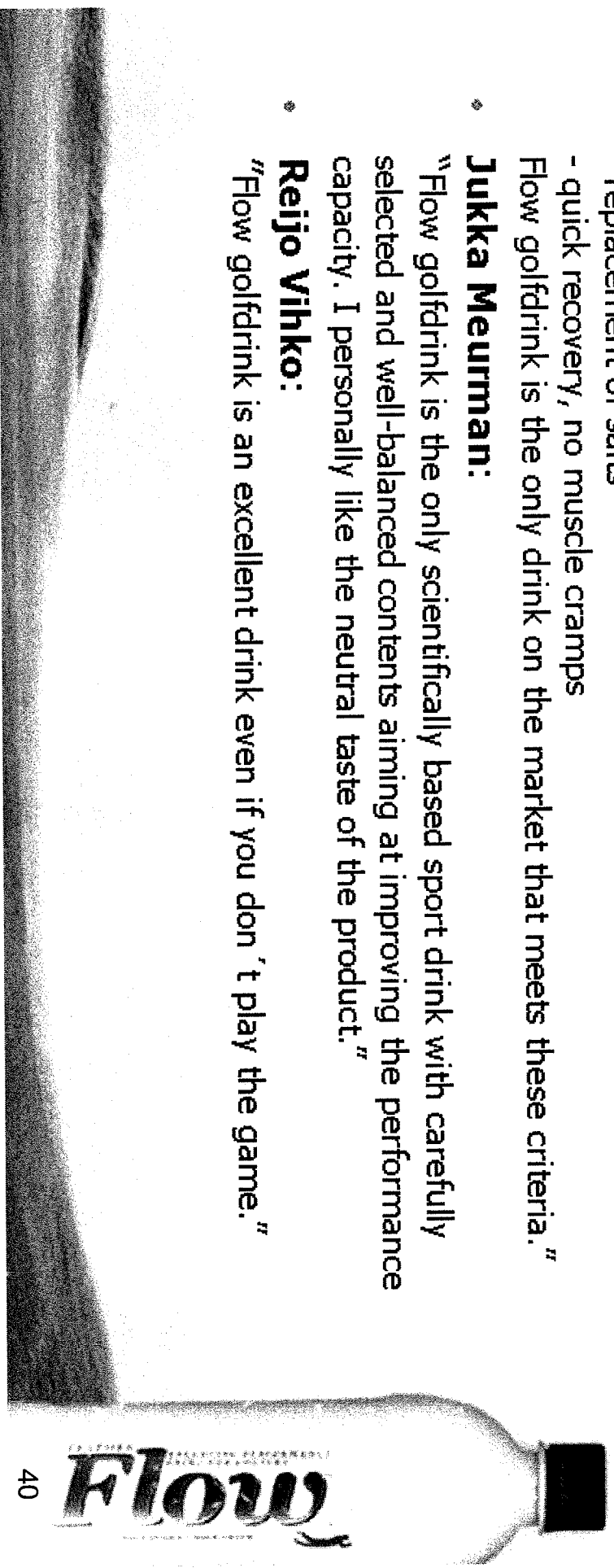
Flow golfdrink is the only drink on the market that meets these criteria."

- ♦ **Jukka Meurman:**

"Flow golfdrink is the only scientifically based sport drink with carefully selected and well-balanced contents aiming at improving the performance capacity. I personally like the neutral taste of the product."

- ♦ **Reijo Vihko:**

"Flow golfdrink is an excellent drink even if you don't play the game."



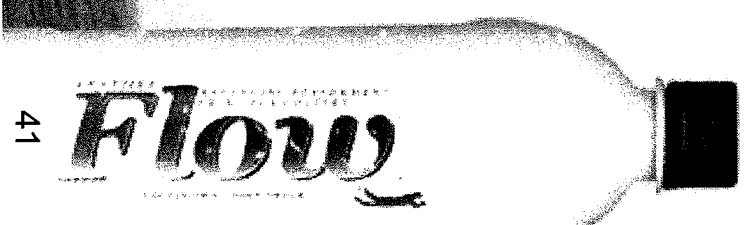


# MINEA BLOMQVIST, LPGA



"I've been using Flow golf drink since I started as a professional in 2004. This is my fifth season with Flow.

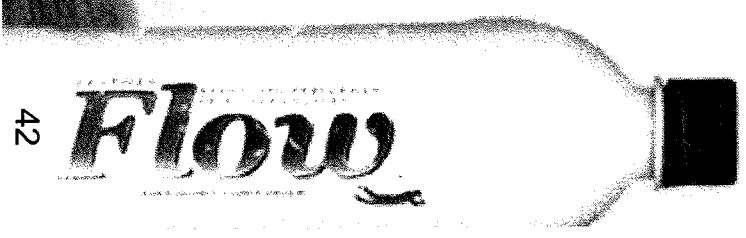
I find Flow helps me maintain my energy level while playing golf. The taste is pleasant, neutral. Even after years of using Flow, I haven't grown tired of its taste.





## Alexander Norén, PGA Sweden, European Tour

- "You have to experience Flow. Flow is the best drink I ever had in my bag. Flow helps me through long days, both in tournaments and training."



## Golfers' comments

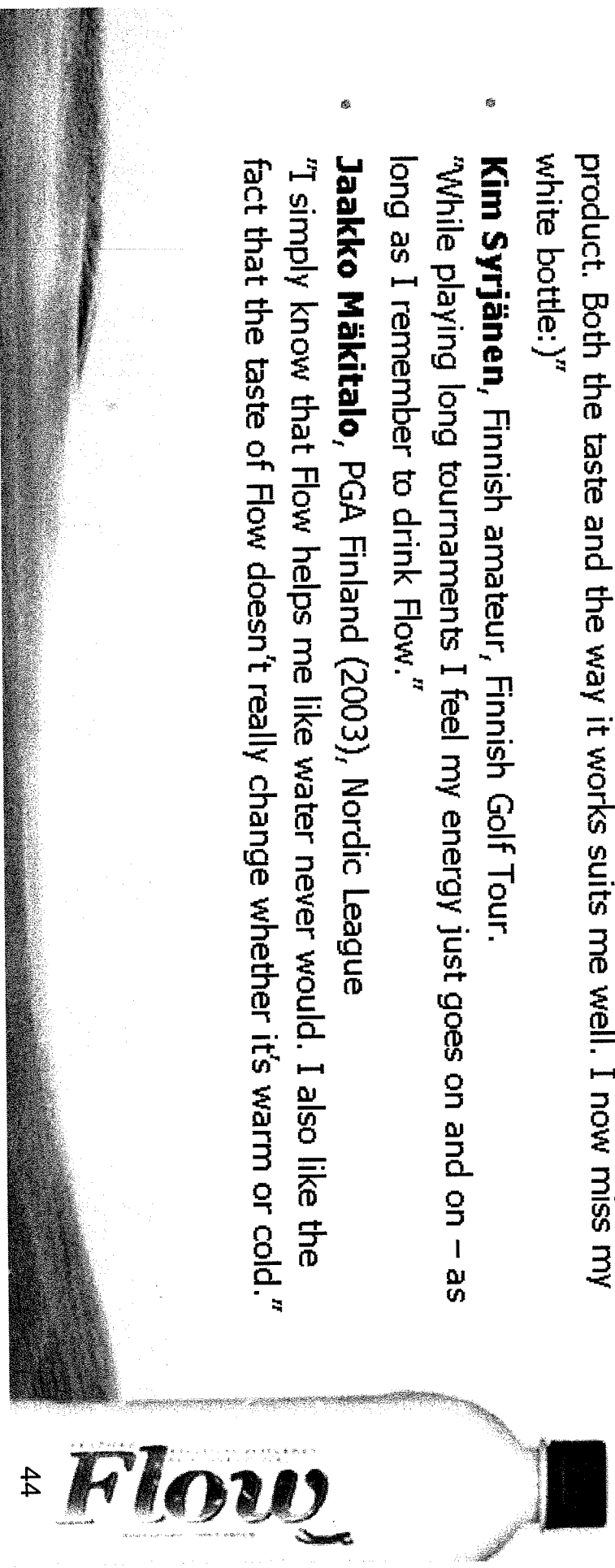
- **Ursula Wikström**, PGA Finland (2004) Ladies' European Tour  
"I always drink Flow when I play golf. I start drinking it when I start my warm-up. It helps me maintain my energy level – something I notice especially when, for some reason, I do not drink Flow. I still haven't grown tired of the taste, even after all these years. I appreciate the fact that it isn't too sweet."
- **Stenna Westerlund**, PGA Finland (2008) SAS Masters Tour  
"I've been drinking Flow in all tournaments for some time now and I feel it gives me an advantage in my game. It keeps the feeling of hunger away and tastes better than water especially in hot conditions. It isn't too sweet."





## Golfers' comments

- **Tommi Tolsa**, Finnish amateur, Finnish Golf Tour Challenge Tour  
"Flow golfdrink helps keep the feeling of hunger away. I especially appreciate the fact that this drink tastes good even when warm."
- **Jan-Are Larsen**, Norway, PGA European Tour  
"I have now finished my supply of Flow, and I am very happy with the product. Both the taste and the way it works suits me well. I now miss my white bottle:)"
- **Kim Syrjänen**, Finnish amateur, Finnish Golf Tour.  
"While playing long tournaments I feel my energy just goes on and on – as long as I remember to drink Flow."
- **Jaakko Mäkitalo**, PGA Finland (2003), Nordic League  
"I simply know that Flow helps me like water never would. I also like the fact that the taste of Flow doesn't really change whether it's warm or cold."



# PROFESSIONAL COMMENTS

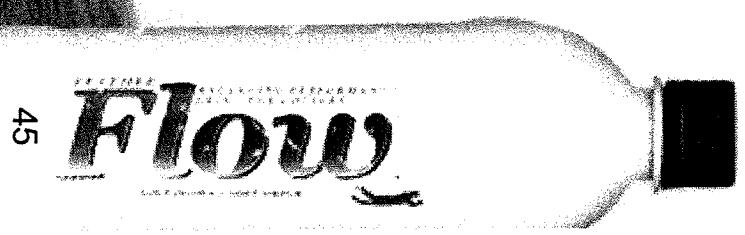


**Mika Wikström**

Finnish Golfer and Diabetic

I have had diabetes for 30 years. For the past 20 years my biggest concern as a golf player has been my sugar balance during a full round. Just two years ago I had a problem in adjusting my sugar and energy levels about half way through my round. I often noticed, too late, that my blood sugar level had dropped too low; at the same time, my three-dimensional vision became two-dimensional. This often led to shanking drives. I used to carry bread and chocolate with me to upgrade my blood sugar level.

Finding Flow was a significant change and a great relief for me while playing golf. Now I carry Flow and a few apples with me whenever I play. I get the best results drinking small amounts of Flow and water before every tee off. When the weather isn't too hot I drink a bottle of Flow per nine holes. In hotter weather conditions I drink more than that. If I feel hungry during the game, I usually eat an apple. This combination has worked very well for me and my blood sugar level has remained stable. I can concentrate on succeeding in the game and not worry about my sugar levels.



# PROFESSIONAL COMMENTS



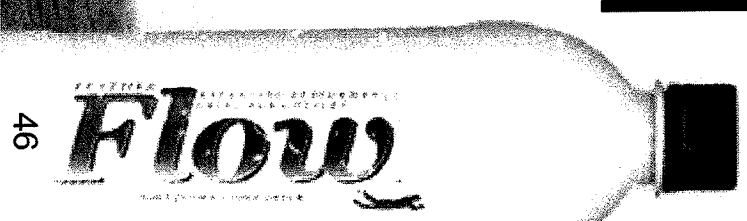
I have worked as a sports instructor for over 10 years in Finland. I instruct indoor cycling, body pump, different aerobic classes and dance classes. In total I have 10-20 classes every week. I also have a history as a world championship level athlete, in team skating.

The classes that I instruct are very challenging, physically and mentally. I have to perform alongside with the class, to show example. I also have to concentrate on verbally encouraging and inspiring them to give their all for the workout. This means speaking throughout the whole class in addition to working out and it takes a lot of energy to stay dynamic and focused.

Before I started to drink Flow during my classes, I was often seriously dehydrated. Especially after a 2-3 hour workout I felt physically weak and tired. I also suffered from over training when instructing over 20 classes a week. My body was no longer able to recover from this physical stress and restore its health and fitness. Since 2006 Flow has played a significant role in my well-being and stamina. Drinking Flow is definitely a part of my daily routine.

This fall I'm launching Flow's branded sports classes in Finnish gyms. I believe in the concept so strongly that I want to encourage my clients to improve their stamina and energy levels during the workouts. Drinking Flow improves well-being and health, because it enables you to exceed yourself in whatever you do and have fun while doing it!

**Satu Vuorela**  
Sports Instructor and Former  
World Championship Level  
Athlete



## Next steps

- Your first comments by email is greatly appreciated
- The NDA to be signed by both parties
- The business plan will be sent for your evaluation

• For further information please contact:

• Ture Nyholm

• +358 400 157901

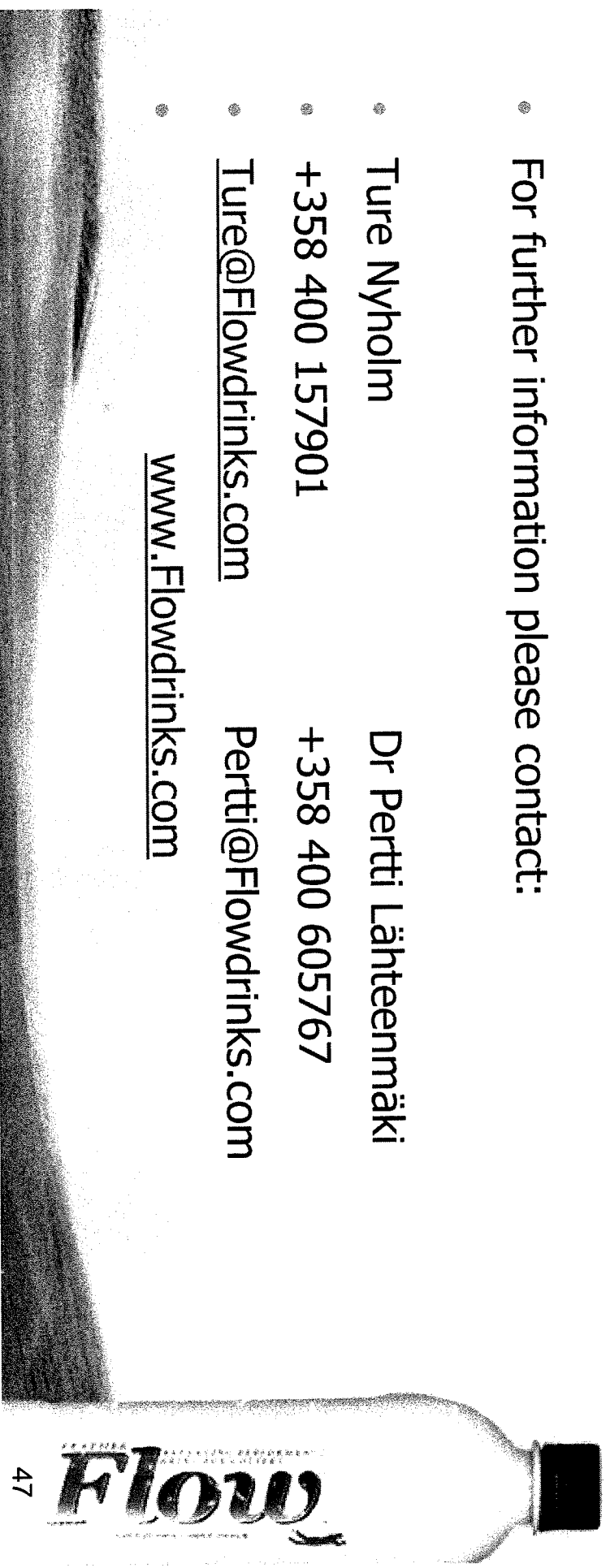
• [Ture@Flowdrinks.com](mailto:Ture@Flowdrinks.com)

Dr Pertti Lähteenmäki

+358 400 605767

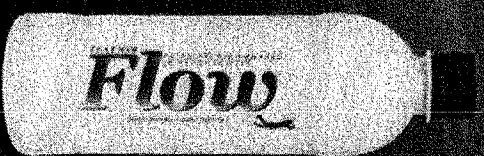
[Pertti@Flowdrinks.com](mailto:Pertti@Flowdrinks.com)

• [www.Flowdrinks.com](http://www.Flowdrinks.com)





90% of Golf is mental



FEATHER FLOW™ —  
NEW BALANCING PERFORMANCE DRINK FOR GOLFERS.

